INFORMANT

JANUARY, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N. Y.

"Satisfied" Booklet Starts Big Work for 1941 Witness

Include "Satisfied" in Special 7-Booklet Offer First 12 Days

Another 3,000,000 Booklets Expected to Be Placed

Good Time for New Publishers to Begin

WORK WHILE YOU CAN!

Satisfied! That's the keynote for the month of January. Jehovah in his goodness to his people has provided us with this new instrument to go forth in the proclamation of The Theocracy.

The 1941 Calendar for January says, in the quotation from Psalm 145:16: "Thou . . . satisfiest the desire of every living thing." All creatures who love righteousness and desire to do the will of God and praise him will be satisfied. There are many good people, in all denominations, of every kindred and tongue, who love righteousness and who want to be satisfied. Jehovah is making special provision now so that these people may be fed. Let us do our part.

January Work

As is shown at another place in the *Informant*, the "COURAGE" Testimony Period is moving ahead with the greatest progress. Servants of The Theocracy are bending every effort to place in the hands of the people the millions of booklets provided for that purpose. Because the work is moving on at such a great pace this campaign is extended up to and including the 12th of January, which gives us twelve more days, including two week-ends, to present to the people the special offer of seven booklets on a contribution of ten cents. Beginning on January 1 every combination should include *Satisfied* and four other self-covered booklets, along with two colored-cover booklets; however, this suggestion is not arbitrary (you may use any booklets you have), but this will be a splendid opportunity to dispose of many of the self-covered booklets on hand. For the first twelve days of January every combination should include *Satisfied, Conspiracy Against Democracy,* and *Refugees.* By the Lord's grace we will place another three million booklets in January!

Have in mind that the principal purpose of the January campaign is to prepare the territory for February campaign with the *Watchtower* magazine. Therefore the booklet *Satisfied* should be left at every home in the particular territory you are working where the people will promise to read, most of whom will make a small contribution. The suggestion should be made to the people that five cents may be contributed so that more can be printed and distributed throughout the world. During the first twelve days of January (which is the continuation of the "COURAGE" Testimony Period) where people contribute five cents, with the *Satisfied* booklet you can give them two other self-covered booklets.

Be Supplied

Many of the companies are now running low in their stock of booklets, and this information is being sent to you early so that you can replenish your stock if need be from some near-by company. If you cannot get supplies from Brooklyn or one of the depots in time for the work of the first twelve days of January, write your zone servant and see what he can do to get some literature to you from other companies in the zone. If you can't get any more booklets, then go ahead with all your energy in placing just the *Satisfied* booklet and prepare your territory for February as all publishers will be doing throughout the world.

Phonograph

During the month of January the phonograph should be used extensively. The suggestion is offered that the record "Value of Knowledge" be used in the doorstep setup and played at homes wherever possible. This is an excellent record for the introduction of booklets. The following month the brethren will use the record "Instruction", which tells the people of the *Watchtower* magazine.

Back-Calls

January should be a splendid month for making back-calls. It is usually cold and people do not get out much, but we can go to their homes for a back-call. Go through your files, and if you have not already called on all of these people with the special offer of 17 booklets on a 25c contribution or all 35 booklets on contribution of 50c, then give these people of good-will the opportunity of obtaining this unusual offer.

What a glorious privilege Jehovah has given us at this day, of taking the food from the storehouse and distributing it to those in need! This month of January would be a splendid one for new publishers to begin work, using *Satisfied*.

BROTHER RUTHERFORD WRITES CONCERNING "COURAGE" TESTIMONY PERIOD:

"Your report on the field service for the new campaign is very gratifying indeed. The Lord is putting his blessing on his people now in this country because it appears that the time draws near when the work shall cease and this testimony must be given before the great and final conflict. I am sure that everybody devoted to Him is rejoicing in the Lord in doing this work with the keenest interest. My love to all of like precious faith."

"LET'S GO!" was the opening slogan on the "COURAGE" Testimony Period campaign outline in the December *Informant*. Let's go where, and for what?

After seven million booklets, 60,000 publishers, and at least 10 combinations of 7 for each publisher. How have we done?

The Society has received reports from 63 representative companies for the first 15 days of the month of December, and here is what they reveal, by the Lord's grace:

63 companies 250,164 booklets
5,864 publishers Average—42½ each

5,864 company publishers placed 250,164 booklets; an average of 42½ booklets per publisher for the first 15 days of the month. This is splendid and beyond our expectations. At this rate we shall have an average of 85 booklets per publisher for the entire month. "COURAGE" Testimony Period. How is your company doing as compared with this early report?

The Bethel family have been greatly blessed in this campaign, and averaged 103 booklets per publisher for the first 15 days. Some of the high points in the other sections of the country are as follows: In Baltimore one unit averaged 79 booklets per publisher; in Philadelphia, 74; Washington, 71½; Chicago, 65; Boston, 60½; and so on throughout the country.

Now think! If the company publishers are privileged, by the Lord's grace, to place between 3 million and 4 million booklets during December and the pioneers make their quota of 3 million, and we have 12 additional days during January to carry on this campaign to clean up, during which time the companies will easily place 2 million more and the pioneers another million—where are those 10 million booklets that we had on our shelves at the beginning of the campaign going to be? In the hands of the people, where they belong and where the Lord purposed they should be. Never before was there such a tremendous witness for the Kingdom given in so short a period. Never before was there such a terrific onslaught against the bulwarks of Satan on the earth. Let's keep on pounding day and night and share in this testimony that **"must be given before the great and final conflict".**

70 Thousand Publishers

Including More Pioneers

As indicated by the November *Informant*, during the fiscal year just ended there was an average of 47,762 publishers in the field in the United States, with a peak of publishers of 58,009. Undoubtedly this was one of the most important years in the history of the church, as it saw all the faithful, those of the "little flock" together with those of the "great multitude", unitedly marching forward (as locusts) in the face of extreme opposition on the part of the deluded and demonized earthly agents of Satan. Jehovah rewarded His people with further joy in the service and gave them more "companions" to assist in carrying forward "His strange work".

Trusting the Lord to give the increase, we are confidently setting another quota of publishers for this year, SEVENTY THOUSAND publishers. In order to reach this in the United States, it is the privilege of each company to set and diligently strive for a 25-percent increase over its 1940 peak of publishers. Properly caring for the back-call and model-study interest will be the best means of accomplishing this. Remember the quota of 12 back-calls per month per publisher, 1 model study per publisher, 60 hours per month by all company publishers.

AND, those who have been able to consistently meet and exceed that company publisher goal of hours will have their minds on the "150 hours per month" pioneer service!

"COURAGE" TESTIMONY FLASHES

CALIFORNIA. "'COURAGE' Testimony Period started with unprecedented impetus. We anticipate many last-minute needs for booklets on the part of companies that figured only on their quota of ten sets per publisher. Already some companies find they have placed about half their quota of booklets. Dec. 5."

"Nine of us placed 103 sets of 7 in 4 days."

"Six publishers placed 43 sets in three days."

OHIO. "I have been able, by the Lord's grace, to place 34 sets of 17 and 18 sets of 7 booklets, mostly on back-calls, by December 6."

VIRGINIA. "Sr. —— and I placed 789 in the first 4 days of the campaign." (Pioneer)

December 14 a pioneer writes: "Sister and I have placed 2,000 booklets in the first eleven days, and have 1,200 left. At the same rate these will be gone in seven more days."

NEW YORK. "My territory is 90-percent Jewish. During the first 15 days of 'COURAGE' Testimony Period I put in 45 hours and placed 635 booklets, including 71 sets of 7. This was accomplished in week-end and evening work. One evening, 2½ hours, placed 9 sets."

Three Months Special "Watchtower" Activity

Check Your Supplies

New Peak in Publishers Expected

Preparing himself for war Ehud made a two-edged sword. *The Watchtower* shows that the two-edged sword (the message of The Theocracy) 'is an instrument of warfare that punctures and cuts in all directions'. Ehud's sword pictures the work now being accomplished by the spreading of the Kingdom message throughout the earth, in which the faithful have a part. Ehud girded his sword, which meant preparation and to be fully equipped, and thus he went forward, trusting in Jehovah; and this pictures the Lord's people today in action!

Time

The distribution of the booklet *Satisfied* prepares the territory for the *Watchtower* Campaign, which starts on February 1 and which will last for three months. This will be a world-wide campaign, which will come to a climax in the month of April, during which month the Lord's people, the remnant and the other sheep, will assemble to celebrate the Memorial. A peak of 70,000 publishers in the field by April is the goal aimed at. Everyone who loves the Lord, and has covenanted to do His will, will take part regularly in this campaign. Regional servants, zone servants, companies and pioneers should prepare to make this the greatest *Watchtower* campaign that we have ever had.

Offer

The special offer will be a year's subscription for *The Watchtower*, with the book *Religion* and the booklet *Satisfied*, on a contribution of $1.00. We should diligently strive to place this offer with every person of good-will on our back-call files and those we meet in the door-to-door work. Persons who are unable to obtain this special offer should be offered the book *Religion* and the *Satisfied* booklet on a contribution of 25c. If they cannot afford either of these, the booklet *Satisfied* should be left on any contribution they can make, or free if they cannot contribute but promise to read.

Quota

The quota is 100,000 subscriptions, 1,000,000 bound books, and 12,000,000 booklets, in three months. With a new peak of publishers in prospect, back-calls ready for the campaign, *and each publisher doing his part*, this quota can easily be reached. The quota for each publisher will be 1 subscription, 7 bound books and 80 booklets each month. The *Informant* repeatedly stresses the importance of each publisher's arranging a regular schedule for each week's Kingdom service. Those publishers doing this are proving more efficient in attaining the quota of hours and back-calls per month, and also making their quota in campaigns. They have real joy and courage in this time of peril, keeping in mind only The Theocracy and the vindication of Jehovah's name.

Weekly Check

A weekly check should be kept by each company during the *Watchtower* Campaign; in fact, it is well to do this at all times. The advantage and importance of this is being proved by the progress and results of the booklet campaign, and companies should by now be well acquainted on how to keep this weekly check. Company publishers should co-operate by turning in report slips promptly, so that at each service meeting an accurate report can be given, a check made on the progress of the company, and suggestions made as to how to maintain and exceed the quotas. Some companies may wish to make a "thermometer" in connection with this, and the December 1938 *Informant* can be referred to, which gives the chart and outline to follow.

Equipment

Companies and pioneers should see that they have the following equipment ready for this campaign: Stock of *Religion* and *Satisfied*, which should be checked by company servant and stockkeeper to ascertain how many are needed for this campaign, and an order made out and sent immediately; a good supply of Subscription Record Sheets and Subscription Blanks on hand (and, if necessary, include them in your next order. It is very important and necessary that, in addition to sending in the subscription slips for new and renewed subscriptions, companies and pioneers should fill out the Subscription Record Sheet to accompany these); "Instruction" record (P-154), which will again be used to introduce this special offer of a *Watchtower* subscription, with the book *Religion* and the booklet *Satisfied*. Companies should have a sufficient supply of this record on hand for their needs when the campaign begins. More should be ordered immediately, if needed.

Distributors' Copies of "The Watchtower"

Companies and pioneers should anticipate their needs NOW and have sufficient copies of each issue for each publisher during this campaign. And always allow enough time for the change in number of magazines to reach this office two weeks before the date of issue of the magazine. For example, the change in number for the February 1 *Watchtower* should reach the Brooklyn office not later than January 15, as it takes about two weeks to correct, run and mail the list before the date of issue.

Instructions

The latest *Watchtower* Subscription Blanks (which have the form number L-1) have instructions on the back. Only these new subscription blanks should be used, and a new supply should be ordered, if necessary. Each publisher should be thoroughly familiar with these instructions before taking a subscription. It is suggested that the companies have these instructions read at a service meeting and every point emphasized. In addition to the publisher's signature, the name of the company should appear at the bottom of each subscription blank sent in.

Ehud's sword and the pile of stones in the river Jordan "picture the message that is delivered against the fat, selfish, religio-political, commercial organization. The message concerning God's kingdom, which has been piled up during the past twenty years, is so vast that the religious systems and allies aforementioned cannot get rid of the same. The Theocratic message, which the Lord has put out on the earth and pushed clear into 'Christendom's' vitals, is there to stay, foretelling the violent destruction of 'Christendom' at Armageddon." Every publisher of The Theocracy will with eagerness do his part in this coming *Watchtower* campaign, having in mind the name Ehud, which means unity in action and a real job to be done thoroughly.

Order "Satisfied"

and "Religion" Now

The new booklet *Satisfied* is being featured during the month of January and will be used in the *Watchtower* Campaign during February, March and April; thus all companies will need an additional supply of this booklet to last them during the next four months. Small consignments of only 30 per company publisher were sent, and this is just enough booklets for a good start. The book *Religion* should be ordered now, so as to have plenty on hand for the three-month *Watchtower* Campaign. Also such other literature as you may require to balance your stock.

By sending in your orders now for the above-mentioned, and also for *Religion* folders, bookmarks, back-call slips, *Watchtower* subscription blanks, and all other necessary supplies, each company will be fully prepared for the work which is ahead, and will not have to wait to have orders filled.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	55,039	Jun '40	3,619	Oct '40
Av. Hrs.	20.3	Jun '40	125.9	Oct '39
Av. B-C	4.6	Oct '40	26.9	Nov '39

	NOVEMBER 1940			NOV. 1939	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	46,369	13.7	3.3	15.4	2.1
Pio.	3,636	103.4	22.2	109.9	26.9

Notice to Pioneers and Company Servants

The Society is inaugurating a new system of mailing the *Informant* to pioneers, to save postage. This system is partially in effect in mailing this *Informant*, and will be in complete operation for the February *Informant*. It will affect only those pioneers who are in families or are permanent partners or groups who have the same address.

In the cases where there are two or more in one family or two or more partners working together, the Society will send the required number of copies of the *Informant* for the entire group in one envelope instead of in two or more separate envelopes. So that pioneers will not be missing their *Informant* or other information, it will be necessary that pioneers be more careful and accurate in sending in changes of address.

It will aid the office if permanent pioneer partners or groups will notify the Society *immediately* in cases where their copies of the *Informant* can be sent together. In all cases where the family names and the addresses are identical the Society will group the *Informants* without notice; but when such is not the case and a saving may be made, we shall appreciate your notifying us.

Many times the wife pioneering with her husband sends in a change of address for herself with her given name, but no notice changing her husband's address; thus the office does not know whether it was negligence on their part in not sending in two address slips or whether one is staying to finish the territory. In this connection it would help the office if the wife would always use her husband's name or initials and not her given name, and always indicate whether one or both addresses are to be changed.

In cases where the pioneer is also a company servant two address slips should be mailed and one be marked "company servant" together with the name of the company.

Much time is lost in trying to get the correct address on company and pioneer orders when correct addresses are not given. When a pioneer or company order is mailed to us and the address does not correspond with the address on our records, we are at loss to know which address is the proper one. When literature is ordered sent to the company servant and the address on the order blank does not correspond to our records, we do not change the company servant's mailing address, unless a separate notice of change is sent. The Society is doing everything possible to get your orders to you at the right address and on time, but when there are repeated inconsistencies in addresses it cannot be expected that you will get your orders and mail. Pioneers and, particularly, company servants will do well to check the address on the envelope in which THIS *Informant* is received, and if such address is not correct, notify the Society immediately.

Credit to Companies for Colored Booklets

In order to make no mistakes in crediting the company accounts for colored-cover booklets placed with the publishers during the special seven-booklet campaign, the following is here set out as outlined on the back of the special order blank:

The stockkeeper will keep an accurate record of all the colored-cover booklets placed with the publishers at a penny each from the stockroom. At the end of the month he will report to the company servant (who makes out the report card) the number of colored-cover booklets placed with the company publishers at one cent each, and the company servant will request credit for these on the report card sent in to the Society at the end of December.

This company report card should be signed by both the company servant and the stockkeeper, so that the Society is assured that this matter has been carefully checked by both individuals. In small companies that do not have a stockkeeper the signing by the company servant will be sufficient. If the company delivers or ships to pioneers or other companies any self-covered or colored-cover booklets on an order received from the Society, the Society will send a credit memo crediting the company at the regular company rate for the literature thus supplied. The company will not ask for any credit on their report for these booklets. REQUEST CREDIT ONLY ON COLORED-COVER BOOKLETS PLACED WITH COMPANY PUBLISHERS FOR THE DECEMBER CAMPAIGN.

Since the booklet campaign has been extended to include the first 12 days of January, companies will note on their January report to the Society the number of colored-cover booklets placed with company publishers at one cent each during the first 12 days of January, so that proper credit can be given.

During the remainder of this campaign any company that has an excessive supply of booklets which the company cannot dispose of by January 12 can arrange to transfer them to any near-by pioneer or company, likewise any company needing literature may draw on the stock of any near-by company having a surplus, making out the usual Transfer of Stock form, without first getting the Society's approval.

Organization Instructions

There has been prepared (and this will be sent to each regional, zone and company servant, as well as each pioneer) a sheet entitled "Amendments to Organization Instructions", which amendments go into effect January 1, 1941. Therein are some corrections and additions applying to various servants in the organization. On receipt of this sheet, each one should bring his copy of "Organization Instructions (as amended)" up to date by pasting the amended paragraphs in their proper places or striking out the amended portions of the original form and attaching the new form thereto.

Each company servant should likewise bring these amended instructions to the attention of the company and furnish each servant affected (including study conductors) a complete copy of the portion of the "Organization Instructions" as they now stand affecting that servant.

"Organization Instructions" should be carefully studied from time to time and complied with. It would be well for the zone servant also to go over these instructions with the companies, and particularly with the servants, to see that they are understood.

Yearbook, Calendar Ready

The Society is filling orders for the *Yearbook* and the Calendar. If you have not already ordered your *Yearbook* and your Calendar for 1941, please do it immediately. It is well for each publisher to have the use of these two instruments, provided by the Lord, throughout the entire year. *Yearbook*, 50c contribution; Calendar, 25c.

INFORMANT

FEBRUARY, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N. Y.

"Ehud's Sword" Testimony Period

Feb. First Month of "Watchtower" Campaign

100,000 New "Watchtower" Subscriptions Should Be Easy Quota for United States

Peak of Publishers Should Be Reached During "The Sign" Testimony Period, in April

A year's subscription for *The Watchtower*, read regularly by persons of good-will, is the most complete form in which the message of The Theocracy can be placed in the hands of the people. By the Lord's grace this *Watchtower* campaign will be the greatest yet in the interests of the Kingdom.

How can this be accomplished? The drama of "Ehud", which we have so much enjoyed, brings some very timely suggestions to the mind of each publisher of The Theocracy. Ehud made preparation, and had courage and speed, and was accurate in his work. He had zeal for the Lord's cause and righteousness and, above all, unity in action to the advancement of the kingdom interests. Jehovah gave Ehud a job, and he set out to fulfill his commission. He obtained the necessary equipment, the sword, picturing God's word of truth. He kept it on. At the proper time he used it, and without hesitation he drove that weapon to its mark straight and true. The same thing is required of every person today if he would receive the approval of Jehovah and His rich blessing. This means no time wasted. Every moment of time possible must be devoted to the Kingdom service. We see on every side practically every nation of the Devil's organization closing down the Lord's work, except England and the United States. The attaining of any great quota this year depends almost wholly upon the publishers in these two countries, and primarily the Theocratic servants in the United States. What are you going to do? Are you going to make this the greatest year ever in the witness of the Kingdom? By the Lord's grace it can be done.

The Offer

A very special offer is made by the Lord's people at this season of the year, namely, a year's subscription for the *Watchtower* magazine, 24 issues, and giving free a bound book and a booklet to each person who subscribes. The book *Religion* will be used primarily, but if anyone has it he can have his choice of any of the other publications. The same is true of the booklet *Satisfied*. Have in mind always to first present to the people at the door the *Watchtower* magazine on a dollar contribution. Do not drop too quickly to the bound book and booklet on a contribution of 25c, nor to the 3 booklets on a contribution of 10c. Remember that during this *Watchtower* campaign the objective of each publisher of The Theocracy should be that of obtaining *Watchtower* subscriptions, and to aid in doing this use the phonograph and doorstep setups.

It would be well for each publisher to refer to the November *Informant* on how to make these setups with greater efficiency. Use the special *Watchtower* record "Instruction" in introducing this magazine in this special offer. Have with you the Testimony Card, which has been consigned to all companies. Learn to talk subscriptions now, and keep it up for three months. Remember that during this campaign if you meet a person who is already receiving *The Watchtower*, he may obtain the *Consolation* magazine on the same terms.

Each Publisher Should Be a Subscriber

In checking through the files it is found that many brethren are no longer regular *Watchtower* subscribers but they obtain their copy of *The Watchtower* from the advertising servant, getting it from the distributors' supply. At this time it is essential and to the publisher's own interests that his name be on the *Watchtower* files at the Society's office at 117 Adams St., Brooklyn. If you, as a publisher, are not a regular subscriber you should subscribe immediately.

Back-Calls

The work of making back-calls and following along with model studies has always helped the *Watchtower* campaigns; and Brother Rutherford has instructed, in his letter of January 8, 1941, "Wherever interest is shown, fail not to arrange for a back-call." The more hours that we put in the field, the more back-calls we will make and the greater will be the distribution of *The Watchtower* during 1941. The following table is interesting in that it shows the number of new subscriptions received at the Brooklyn office from all over the world during the special campaigns with magazines during the past three years:

	1st month	*2nd month*	*3rd month*	*4th month*
1938	15,233	21,510	19,352	16,911
1939	17,928	19,085	22,539	17,855
1940	11,745	15,088	15,631	9,144

We feel certain that with more than 50,000 publishers regularly engaged in the service these records can be beaten each month without any difficulty.

Campaign Will Gain Momentum

February may be a cold, hard month in which to work, but we hope that at least 50,000 publishers will be engaged in the field service with the *Watchtower* magazine, *Religion*, and *Satisfied*. As spring comes on conditions will be somewhat better and more of the brethren will be able to get into the field and, without question, should be able to put in more time. The Lord's people are not looking for good weather and for better conditions under which to work, because we know that eventually conditions may be far worse than they are now, and as long as we have work to do and are assigned by the Lord to do it we must go ahead; but in this campaign beginning with "EHUD'S SWORD" Testimony Period we may naturally expect that as the days, weeks and months go by greater momentum and force will be backing this campaign, not only in the increased hours put in the field work, but in the number of back-calls made, model studies begun, use of the records "Religion" and "The End", more book studies organized, and more publishers coming into the field organization.

By April, at which time we will celebrate the Memorial, the greatest number of publishers in the field for 1941 should manifest themselves. At that time there will be an added incentive to press on with the battle, in the two new booklets written by Brother Rutherford. *Theocracy* will be released for the first time. Right along with it comes another new booklet, *God and The State*.

In April the special offer will be *The Watchtower* subscription, with a book and these two new booklets, on a contribution of one dollar; dropping to the book and two booklets on a 25c contribution, and finally, if these offers are not taken, to three booklets on a 10c contribution or either one of the new ones on a 5c contribution. Consignments are now being made to companies, so that all the publishers of the Kingdom will be supplied. So that the publishers will be equipped, the presses at Brooklyn are running extra time in order that these two new booklets can be released simultaneously.

What a witness against the Devil's organization! and what a joy to the Lord's people in hammering home the truth! The *Watchtower* campaign is not one that becomes easier as time goes on, but one more strenuous right up until the end, culminating with "The Sign" Testimony Period.

Quota

In times past the Society set a quota for all the world, 100,000 new subscriptions, and placed over a million bound books and 12 million booklets. In view of so few reports coming in from nearly all parts of the world now it seems advisable to change this quota and set one for the United States alone, where we still have freedom to move ahead in the proclamation of the Kingdom.

A three-month quota for each company publisher should be 3 *Watchtower* subscriptions, 15 bound books, and 90 booklets. Pioneers should set their quota much higher, due to the fact that they put in many more hours; namely, a three-month quota of 21 subscriptions, 120 bound books, and 750 booklets. By the Lord's grace and an extraordinary effort put forth by the servants of The Theocracy during February, March and April, we might expect to place in the United States at least 100,000 subscriptions for the magazines, one million bound books, and 6,750,000 booklets. This will mean a diligent effort on the part of every publisher. And you will note a change from January *Informant* in your individual quota.

How to Handle Subscriptions

When you take a subscription for a magazine, always remember that the name of the publisher and the name of the company should appear on each subscription slip that is sent to the Society. The subscriptions should be sent in to the office at least once a week, with the remittance. A Subscription Record Sheet should accompany these subscription slips. The secretary or one assigned to look after this work should be careful to check each subscription slip, see that it is written plainly, and address is correct, and also check the Subscription Record Sheet, so that no errors will be made. In this way time will be saved and complaints be reduced. The company should also keep its records complete and accurate.

Distributors' Copies

Publishers, in order to carry on the *Watchtower* campaign properly, will need plenty of *Watchtower* magazines. Therefore you should be sure that you are ordering a sufficient supply of distributors' copies of *The Watchtower*. It is noted that approximately 300 companies in the United States are not listed among our distributors for magazines. Either they do not appreciate the need of this campaign or they have failed to make proper remittance on their magazine account. Remember that the one handling distributors' magazines on behalf of the company is responsible to see that proper contributions are received for the magazines and that remittance is made to the Society in the proper manner.

Each company servant and other servants in the Theocratic organization should check carefully to see that everything is now running in smooth order; that is, that all publishers are supplied with subscription slips so that a copy can be left with the subscriber and the original turned in to the secretary for proper handling as described above; that phonographs are put to good use; plenty of *Religion* books on hand; that publishers have the "Instruction" record for the doorstep setup; that there is a sufficient supply of sample copies of *The Watchtower* for street-corner work, routes and

(Continued on page 2, column 3)

Brother Rutherford Writes Comforting Letter

Book Study Organization Necessary

Following These Instructions Means a Blessing to You

Recently Brother Rutherford's letter of January 8, addressed "To the Servants of The Theocracy", was forwarded to all companies, pioneers, zone servants and regional servants, with additional copies to the companies so that it could be considered in detail at the service meetings and read at the *Watchtower* and other appropriate studies. This letter should be considered point by point at the service meeting. It should be carefully studied and applied to each company's local circumstances and service requirements.

The most effective way to consider this would be to schedule one point for each service meeting, which would cover a series of five service meetings. A brother should be assigned to take up the matter in detail, discuss it with the company, and carefully check and see to what extent the company is delinquent in the particular features with which he is dealing, and consider ways and means of overcoming such weaknesses. In addition to taking it up in this manner at the service meeting it should be read periodically at the *Watchtower* studies and at the book study centers.

Book Studies

All of the Lord's people undoubtedly have by this time finished a careful study of the 1941 *Yearbook* and have been able to see the very important part that book studies have played in maintaining the interest and continuing organized activity in the many countries throughout the earth where prohibitive legislation had been enacted against our work and where war conditions made it extremely difficult to maintain any semblance of organized activity.

The Society's recommendation that book studies be established throughout each company's territory is again forcibly called to our attention in Brother Rutherford's letter of January 8. It is important, therefore, that each company should immediately organize these book study groups throughout their territory where ten or more brethren can attend. A study conductor will be assigned to these studies by the Society. The acceptance of such an appointment indicates that this study conductor accepts the privilege of conducting the study and assuming the responsibility for the territory that will be assigned to that study and that he will see to it that arrangements are made to keep those attending the study acquainted with the service work in that area, take them into the field and properly look after the back-call interest, as outlined in a previous *Informant* and in the "Amendments to Organization Instructions".

The reason that the Kingdom service was carried on successfully in many countries throughout the earth during the past year is that these arrangements were definitely established by the companies before their activity was circumscribed. It behooves the Lord's people in this country to profit by this lesson and make the necessary preparations now for any such emergency that might arise in this country in the future.

Model Study Booklet No. 3

The Society is pleased to announce that *Model Study* No. 3, covering the lectures "Religion" and "The End", is now available for all persons interested in The Theocratic Government. It is a 32-page booklet.

All who heard these talks during the Theocratic Convention of Jehovah's witnesses or who have heard them since in recorded form will appreciate the questions and answers on these two subjects and profit greatly by the study thereof. In considering Brother Rutherford's letter of January 8, all publishers will appreciate as never before the necessity of making back-calls and starting model studies with people of good-will.

The Lord has graciously provided this additional food for his people and the privilege of helping others learn of his righteous government. Companies may order the new booklet, *Model Study* No. 3, now, at the usual rate of 5c per copy, and upon receipt of the same, begin to study it and help others in its study.

New Publications

Salvation: Swedish, Portuguese, Afrikaans.
Conspiracy Against Democracy: Spanish.
Model Study No. 3: English.
Theocracy: English.
God and The State: English.
Refugees: Afrikaans, Chinese, Italian.
Consolation: Chinese.

Theocratic Publishers Have Best Month

5,090,835 Books and Booklets Placed in December

Jehovah in his goodness and mercy arranged for seven booklets to be placed on a contribution of ten cents during the month of December. Publishers of The Theocracy saw the advantage of placing as many of these in the homes of the people as was possible, and therefore the month of December was one of the best months we have ever had. We did not reach a peak in publishers, but for December we had the highest number ever engaging in the field service at that time of the year, namely, 53,879. There were 3,844 pioneers (which includes the special pioneers and zone servants), and these brethren placed approximately 2,060,000 booklets. Had they reached their quota of 1,000 booklets each it would have been considerably better. 50,035 company publishers placed approximately 2,940,000. Company publishers were a little under their quota of 70 booklets per publisher. However, this is the finest month we have ever had in the distribution of booklets. We look forward with joy to the coming months and press on with the work, and will have the pleasure, shortly, we hope, of surpassing all our previous all-time peaks set out below, four of which are of more than eight months' standing. Let's change them soon.

British Brethren Worked Harder

Our British brethren, despite air raids, a severe winter, and difficulties from every side, did much better than those in the United States during the December, "Courage," Testimony Period. 9,188 publishers placed 1,357,342 books and booklets. Had the publishers in the United States worked as hard as our brethren in England, that is, put in as many hours proportionately, the United States placement of booklets would have been over eight million. In the United States we do not have blackouts, air raids, war restrictions; we have greater freedom — *let's go to work.*

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	55,039 Jun '40	3,636 Nov '40
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

	DECEMBER 1940			DEC. 1939	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	50,035	15.8	3.6	14.5	2.1
Pio.	3,844	110.8	24.1	109.8	15.4

New Booklets Released in April

"The Sign" Period Should Find All People of Good-Will Engaging in the Field Service

Brother Rutherford has recently furnished us with two new booklets. This is no time to slow down on the witness work, but plan for greater activity than at any time heretofore. "The Sign" Testimony Period is the third month of the *Watchtower* Campaign, and it is at that time that the new 64-page colored-cover booklet *Theocracy* is released for the first time. Along with this comes another 32-page booklet, self-covered, entitled *God and The State.* The messages contained in these booklets are of great importance and should be put in the hands of all persons of good-will.

Beginning April 1 the campaign offer will be the *Watchtower* magazine (for one year), and *Religion,* also two booklets, on a contribution of one dollar. If you do not take a *Watchtower* subscription, then *Religion* and two booklets, on a contribution of 25c, should be left. If that combination is not taken, then three booklets, *Theocracy, God and The State,* and any other booklet, on a contribution of 10c, or either of the booklets on a 5c contribution. April should find several million of these booklets placed in the hands of the people.

Consignments of these booklets are now being made to all companies. You will have your supply by April 1. Pioneers, zone servants and special pioneers will please order their supply immediately, using the regular order blank. The factory is working extra time in order to get these two publications printed in sufficient quantities and shipped to you, and it is hoped that all of the brethren in the field during "The Sign" Testimony Period will put in extra time in distributing them.

Make April the greatest month in number of publishers in the field and average hours to date! Let's work while we can!

Mailing of *Informant*

The **Informant** is sent as first-class mail so that the information contained therein will be given to the company organization only. So as to save on postage we never mail a company more than one ounce. Small companies do not require as many copies of the **Informant** as larger companies; therefore, to companies where there are 1 to 5 publishers we mail 1 **Informant;** 5 to 15 publishers we mail 3 copies of the **Informant.** Companies of 16 to 30 publishers receive 5 copies. All the larger companies are mailed 8 copies of the **Informant.** When it becomes necessary for the Society to send a letter or some other information in the same envelope, an **Informant** is omitted, to save postage, thus making it 7 copies to the larger companies.

Two copies of the **Informant** should always be kept in the permanent files: one in the files of the company servant and one in the files of the secretary. Two of the other copies of the **Informant** can be cut up, giving the various articles to the various servants to whom they apply. The main point of the **Informant** as discussed at service meetings should be given to study conductors to use at the book studies and the **Watchtower** meetings.

It is essential that all associated with the company attend the service meetings, so that they may keep abreast with the information brought to you through the **Informant.** Please do not ask for extra copies, as they will not be furnished.

Watchtower Sample Copies

The Society has an extra supply of 45,000 copies of the December 15, 1940, *Watchtower,* which contains the article "Persecution". These will make very fine sample copies for use during the *Watchtower* Campaign in addition to the regular issues. Companies desiring copies of this issue may obtain them at one cent per copy as long as they last. Orders (with remittance) received first will have first attention.

Folders

Whenever possible please order folders on the regular order blank furnished by the Society. If this is not possible, please state whether you desire BOOK folders or TRANSCRIPTION folders. Do not order "Religion folders", as we have records and a book by this name.

(*Continued from page 1, column 4*)

samples in the field; and all the other requirements.

The Lord in his goodness and mercy has seen to it that a proper witness for The Theocracy is given to the people throughout the earth, and it is our joy, and we esteem it a great privilege, to honor the Lord's name at this time. Unity of action is very essential. Brother Rutherford's letter of January 8, 1941, emphasizes this point: "There must be complete unity among the servants of the Lord. There must be harmonious action, each one being diligent to quickly comply with organization instructions. Anyone causing or attempting to cause dissatisfaction or trouble gives evidence that he is not of God's organization. The greatest opportunity ever given to creatures is now to work together under the command of the Lord Jesus Christ." Let us, therefore, go forward in this great work placing *The Watchtower* in as many homes as we possibly can, and reach our quota in subscriptions, books and booklets. This can be attained if we reach our quota in hours in the field and back-calls. Let us work while we can.

Company Servant, Treasurer, Stockkeeper, Advertising Servant, Please Take Note

Once each month the Society sends all companies and pioneers a statement showing the standing of their book account. Those having magazine distributors' account also receive a statement showing the balance on that account. These statements are valuable, and each company and pioneer should keep a file of statements for reference.

Companies and pioneers are continually requesting itemized statements of their accounts, particularly the magazine distributors' account. This should not be. When you receive your statement, check the figures, comparing the invoices received during the month and the number of magazines received, as well as the credits issued; and if satisfactory, file it for future reference. If companies and pioneers properly care for these statements it will be unnecessary to send copies.

About Transferring Stock

For the convenience of all Theocratic publishers during the booklet campaign, the Society arranged for literature to be transferred without first obtaining permission from the Society. This arrangement, however, was just temporary and will not be continued. All company servants and pioneers will please write to the Society for approval before transferring literature.

INFORMANT

MARCH, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N.Y.

"The Sign" Apr. Testimony Period

Two New Booklets to Aid Publishers

Memorial Comes During Final Month of Campaign

Should Have 100,000 New Subscriptions by End of Campaign

". . . we are now well advanced within 'the times and the seasons', but the 'sign' immediately preceding Armageddon is not yet discernible. Until that sign is apparent in every part of 'Christendom', and until every avenue is closed to the giving of testimony openly and boldly, the remnant and the 'other sheep' . . . must continue to sound out the message of the great Theocrat and his government under Christ Jesus the King. This must be done to the name of Jehovah God and that those who are of good-will might find the way of escape."

With those thoughts in mind, from *The Watchtower* relative to "The Sign", which name identifies the special Testimony Period during April, Jehovah's witnesses push ahead in the third month of the *Watchtower* Campaign featuring a year's subscription for the *Watchtower* magazine at the regular contribution of $1.00 a year, with a free copy of the book *Religion* and of Brother Rutherford's two new booklets *Theocracy* and *God and the State*.

The Lord's Provisions for Publishers

Again the Lord has graciously provided his Theocratic publishers with added equipment, and instead of offering the people a year's subscription for *The Watchtower*, with a book and a booklet free, we can now offer *The Watchtower*, the book, and two brand-new booklets, on a contribution of $1.00. The fact that there is no better message, and surely no better offer, to bring to the people should be emphasized to every person.

Having in mind the three-month quota of 100,000 new subscriptions, 1,000,000 bound books and 6,750,000 booklets for the United States, early reports indicate that we are behind in our quota for subscriptions, only 9,000 having been received at the time this went to press. Each company publisher and pioneer has his individual quota to work for, and should know how well he is doing. All of these individual quotas ultimately make up the quota for the United States; therefore each Theocratic publisher has his part in making this *Watchtower* Campaign successful. Have you reached your quota? or will you? If not, carefully consider some of the following ways which may help you.

How to Get Subscriptions

The first thing necessary is to put in the time and put forth diligent effort with the special offer. The second thing is to talk *The Watchtower* at every home, that is, the special premium offer at $1.00. Publishers should not try to predetermine the circumstances of the person to whom they talk, but rather should keep in mind that they are out to place *Watchtower* subscriptions, above anything else, and that unless they tell the people about *The Watchtower* at $1.00 a year, with the free book *Religion* and the two new booklets *Theocracy* and *God and the State*, the person will not know that such a wonderful offer is available. We feel sure, as past experiences have shown, that the publishers who consistently talk this offer at every door and to everyone they meet will get more than their quota of subscriptions, books and booklets. Try it!

Other Points to Aid Publishers

After playing the record "Instruction" to introduce *The Watchtower*, many publishers take the *Watchtower* magazine and point out "Its Mission" or what "The Scriptures Clearly Teach", show the large-size type of the leading article, point out the secondary articles, and even read the opening sentences of the main article, or excerpts, which clearly place the matter before the people. Publishers not having a phonograph or not able to carry one may present such outstanding points in connection with the testimony card.

Back-Calls and Studies

Is everyone attending your model study or book study a *Watchtower* subscriber? Have you talked to your friends, relatives, neighbors, business associates, the grocer, the milkman and the butcher about the *Watchtower* magazine with the special premium offer? You may be instrumental in starting them to read *The Watchtower* or open the way for a back-call and ultimately place the $1.00 combination with them. Since it is much easier to place *Watchtower* subscriptions on back-calls, thoroughly work your individual territory, keep a record of all who manifest interest, together with other leads you may obtain in the field, call back on such persons a few times stressing the need of reading *The Watchtower*, and finally take a year's subscription for the *Watchtower* magazine, leaving, free, *Religion*, *Theocracy*, and *God and the State*.

If a party contributes 25c for the book and booklets, you may suggest to him that you will apply the 25c toward a year's subscription for *The Watchtower* and that you will call back each week until the $1.00 contribution is received for the entire combination. Publishers having magazine routes should show their regular obtainers the advantages in taking a year's subscription. Also make use of opportunities to place subscriptions in the magazine work by being prepared with the entire combination while you are street witnessing.

Three Booklets on 10c Contribution

If neither the $1.00 combination nor the offer of the book and two booklets on a 25c contribution is taken, the publisher will offer three booklets on a 10c contribution, two of which will be *Theocracy* and *God and the State*. Any other booklet may be used for the third. Either of the two new booklets may be left on a 5c contribution, or *God and the State* on any contribution given.

Consignments of these two new booklets are being sent, and all companies should have theirs in time for a good start on April 1. Does your company have sufficient distributors' copies of *The Watchtower* for all publishers? Is the company sending subscriptions promptly to the Brooklyn office? All details should be taken care of now for "THE SIGN" Testimony Period.

Memorial an Added Blessing

On April 11 all of Jehovah's servants throughout the earth will assemble to celebrate the Memorial; and, with renewed zeal and appreciation of the Lord's purposes, will go forth in the remainder of "THE SIGN" Testimony Period and *Watchtower* Campaign to surpass all previous records. Everyone who supports the Theocratic Government of Jehovah is anxiously looking for "the sign"; and as we do let's continue to press on with the Kingdom message, giving the "great multitude" every opportunity possible to learn about his government of peace, which is so clearly set forth in *The Watchtower* and kindred publications. Concerning "the sign" and its appearance, *The Watchtower* says: "There are still opportunities of service, and none of the faithful will neglect to avail themselves of such." May the Lord give us a keener appreciation of our privileges and make us to faithfully do his will. Every person attending the Memorial feast should be given the privilege to go out in the witness work. Do your part to help these new publishers, the "other sheep".

New Peak for April

How Near to 70,000 Shall We Come?

The quota of publishers for this year, as brought out in the January *Informant*, is 70,000. LET US SEE TO IT THAT APRIL SHALL BE A GOOD STEP TOWARD THAT MARK. By the Lord's grace this will be done. This means everyone on the job! Not only such advantages as better weather, easier traveling in rural territory, etc., should aid in attaining this new peak, but also the added incentive of taking the two new publications, *Theocracy* and *God and the State*, for the first time into the field, including them in the special offer as instructed. During this campaign every publisher of The Theocracy will be out doing his part, and the best habit to this end is to arrange for each week in advance what time can be set aside for Kingdom service. There is no time now to waste. Newly interested attending meetings for the first time at the Kingdom Hall and other studies in the territory should be aided in every possible way, that they, too, may see that the grandest privilege ever set before human creatures is "to hold high the banner of THE THEOCRACY", which will bring everlasting blessings to all who obey. The celebration of the Memorial in April will be the climax of the campaign. Let each publisher keep in mind the important instructions set forth in Brother Rutherford's letter of January 8, emphasizing the following: UNITY, COURAGE, BACK-CALLS, OTHER STUDIES, and THE WATCHTOWER. Have a part in every phase of the Kingdom work—wherever interest is manifested, arranging for back-calls; every publisher conducting at least one model study a week; directing the interested to the local studies; and pushing forward in the magazine work. With special effort put forth during the month of April the new peak will be attained.

79,837 Publishers in Field in 37 Countries

Big Increase in Pioneers over Last Year

It is a real joy to be able to report the work accomplished in 37 countries throughout the world. Many of the countries reporting have accomplished their work under great stress, but, despite the persecution, Jehovah's witnesses have continued to fulfill their commission of preaching the gospel. It is impossible to receive reports from all the countries, as in many cases mail never gets through, but it is a joy to note the great increase in the pioneer service over that of a year ago, when there were 4,239 pioneers worldwide. There are now 6,233. We hope that before the year is out a like increase will be manifest. A comparative report for October 1940 and October 1939 is set out below. Surely this is evidence of Jehovah's witnesses' accepting the challenge of the Devil in going forward proclaiming The Theocracy.

	Oct. 1940	Oct. 1939
Books	293,656	338,618
Booklets	2,205,539	2,471,411
Total literature	2,499,195	2,810,029
Pioneers	6,233	4,239
Company publishers	73,604	69,230
Total Publishers	79,837	73,469
Hours	1,953,255	1,867,543
Subscriptions	8,717	10,384
Magazines	784,060	No record
Sound attendance	1,338,719	1,926,552
Back-calls	429,301	209,106

They Can't Say, "I Did Not Know"

An Added Feature to "Watchtower" Campaign

Influential Men to Be Called On

In addition to using the *Theocracy* and *God and the State* booklets in the regular house-to-house campaign beginning April 1, there is an additional special campaign in which these booklets are to be used, in carrying the Kingdom message to prominent officials and influential men.

1. Both booklets have been presented to the PRESS of the country. This work has been taken care of by the Society; so it will not be necessary for the companies to do it. Every newspaper and magazine (not Catholic) has been presented with a copy of *Theocracy* and of *God and the State*.

2. The *Theocracy* booklet is to be presented to every Protestant clergyman in each company's assignment. A list of these individuals should be made up as soon as possible and several names and addresses turned over to each publisher who will see that a copy of the *Theocracy* booklet is presented to them. There will be no occasion to present this to the Catholics, but the Protestant clergy should have a copy in order that they might see how grossly the Lord's people have been misrepresented. Pioneers, to the best of their ability, will look after this matter in their assignment.

3. *God and the State.* This booklet is to be presented to the school boards and members of the state legislature. To avoid confusion, the following suggestion is made for this:

Each company will see that the city and county officials and the school boards in their respective territory are presented with a copy of *God and the State*. A list of these individuals should be assembled and given to the publishers in the same way that the Protestant clergymen's names are distributed, and each publisher is to see that those whose names he receives are properly called upon.

The companies holding the territory in which the state capitols are located will see to it that the members of the state legislature are properly served, and the company in Washington, D.C., will be responsible for seeing that those of the national legislature are served with a copy of this booklet.

Work can start on this as soon as you receive your literature, and should be pretty well cleaned up before the end of March. If there are any state capitals that are not in a company assignment, the zone servant having supervision over the territory in that area is to see to it that some near-by company serves the legislature in that city. This work should be handled very thoroughly and systematically, endeavoring to reach each individual with their copy of the booklet. If, for any reason, the legislature should not be in session, those who are supposed to serve the various ones will try to get the home addresses of the representatives or senators, as the case may be, and see that a copy of the booklet is mailed to their homes.

Splendid Placement of Booklets in January

Two Months' Distribution over Seven Million Books and Booklets

The first twelve days of January constituted an extension of the December testimony period, wherein seven booklets were offered on a contribution of ten cents, including the new booklet *Satisfied*, released for the first time. During the remainder of the month *Satisfied* was offered alone, preparing territory for the *Watchtower* campaign, which began in February. The witnesses were diligent in placing *Satisfied*, and the results are very gratifying. Including the pioneers, 50,144 publishers were in the field and put in 1,023,417 hours. Their placements of books and booklets totaled 2,749,426. The magazines distributed in addition to the above figures totaled 436,760. While the distribution was excellent in January, the company publishers as well as pioneers could have done much better in the number of hours in the field, as will be noted in the table below. We are looking forward to the time when more than 4,000 pioneers will be reporting each month, and well over 56,000 company publishers. In April we should, by all means, hit a new peak of publishers, of no less than 60,000. March brings better weather, less sickness, longer days, and, to many, better opportunities of service. Let's look well to the interests of The Theocracy.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	55,039	Jun '40	3,844	Dec '40
Av. Hrs.	20.3	Jun '40	125.9	Oct '39
Av. B-C.	4.6	Oct '40	26.9	Nov '39

	Jan. 1941		Jan. 1940	
	Pubs.	Av. Hrs.	Av. B-C.	Av. Hrs.	Av. B-C.
Comp'y	46,499	13.6	3.3	15.2	3.7
Pio.	3,645	103.4	22.1	102.8	20.3

Study *Advice for Kingdom Publishers*

Attention is called to Brother Rutherford's letter of October 2, 1940, which was forwarded to the various company servants, wherein Brother Rutherford strongly urged every member of the company to carefully study the booklet *Advice for Kingdom Publishers*. Brother Rutherford says, "Not only should each individual be fully acquainted with it, but the company should take it up frequently at studies and discuss the points. The reason is that the time appears to be at hand when it will be necessary for each one in his own community to present his own defense without the aid of legal counsel." Quoting again from his letter: "Do not wait until you are arrested to make a study of *Advice for Kingdom Publishers*, but do it now. Acquaint yourself with each detail, so you will be equipped when the time comes."

Regular time should be set aside at the service meeting for a study of this *Advice for Kingdom Publishers*, by every company, so that the brethren comprising the company may be thoroughly familiarized with its contents.

New Publications

Religion: Portuguese.
Salvation: Spanish, Chinese.
Satisfied: Portuguese, Spanish.

The following foreign-language records have come into stock recently:

FINNISH
PFI-5, PFI-6 PFI-45, PFI-46
PFI-7, PFI-8 PFI-51, PFI-52
PFI-27, PFI-28
Rates: $1.50; five for $6.25

FRENCH
PF-35, PF-36
Rates: 70c; six for $3.50

"The Lord Gave the Word" (Ps. 68:11)

Company That Published It Should Reach New Peak

This completely negatives the claims that any man produces the message of truth. Hence we may go forth with the WATCHTOWER publications that contain the Theocratic message with the full confidence that it is Jehovah's message and is published at His command. "The Sovereign Lord giveth the word." —*Rotherham.*

"The word," or "speech", is a comprehensive form applied, not to only one specific message, but to the whole series of messages of truth which Jehovah gave and which he continues to give ever since the lightnings have been flashing from the temple and upon the record of his Word. "The word," therefore, includes every revelation of truth down to and including the publications *Religion, Satisfied, Theocracy,* and *God and the State,* and whatsoever shall be revealed and published, by the Lord's grace, as long as the "remnant" is on earth. Hence the importance of getting subscriptions for *The Watchtower,* because through its columns Jehovah is continuing regularly to give "the word" twice a month.

The members of "the company" on earth are "great", but not in themselves. Their greatness is by reason of being a part of God's army, hence "strong in the Lord, and in the power of his might".—Psalm 68:11.

Jehovah has given the word, for no other reason than that his devoted people should in turn give it to others. That given "word" includes the *Watchtower* magazine, *Religion,* and other publications, which comprise an especially fine offer for this *Watchtower* campaign now on. Hence, with great appreciation of the gift and the responsibility the receiving of it entails, let us one and all get into this campaign and publish the word to others.

Jehovah foretold he would have a company to do the publishing. If you appreciate the rare privilege of having part in the publication in fulfillment of the prophecy you will no longer hold back, but will become a publisher at the earliest, during this current *Watchtower* campaign. You will be anxious to do as much publishing as you can, 60 hours a month on the average, if possible. If you can devote your entire time thereto, so much the more favored you are of the Lord, and the opportunity is yours to become a full-time pioneer. In fulfillment of Psalm 68:11 we here in this yet democratic land should be attaining the year's peak of publishers, of at least 60,000 and soon our quota of 70,000, especially during April, and from there on go ahead to yet higher numbers of publishers. This should be an "all-out" "blitzkrieg" against the ramparts of religion, for the vindication of Jehovah's name.

"Watchtower" Campaign Includes Foreign Languages

Special Offer May Include New *Consolation* Subscriptions

Those companies having distributors' copies accounts can order any number of foreign-language *Watchtowers* they need and have them charged on their magazine account. During the *Watchtower* Campaign special effort should be made to obtain new *Watchtower* subscriptions in all languages published at Brooklyn. Persons who already have *The Watchtower* and would like *Consolation,* or who prefer *Consolation* to *The Watchtower,* may have *Consolation* on a year's subscription, with the bound book and the booklet free, during the months of March and April. Remember, you can obtain subscriptions for *The Watchtower* in the following languages:

Language	*Published*	*Yearly Sub. Rate*	*Dist. Per Copy*	*Public Per Copy*
English	SM	$1.00	.02½	.05
Greek	SM	1.00	.02½	.05
Italian	M	1.00	.05	.10
Polish	SM	1.00	.02½	.05
Russian	M	1.00	.05	.10
Slovak	M	1.00	.05	.10
Spanish	M	1.00	.05	.10
Ukrainian	M	1.00	.05	.10

SM: Semimonthly, dated the first and the fifteenth.
M: Monthly, dated the first

The following is the information on the *Consolation* magazine as to subscription rates and rates for distributors' copies:

Language	*Published*	*Yearly Sub. Rate*	*Dist. Per Copy*	*Public Per Copy*
English	BW	$1.00	.02½	.05
Greek	M	.75	.04	.07
Spanish	M	.75	.04	.07
Ukrainian	M	1.00	.05	.10

BW: Biweekly, every other Wednesday.
M: Monthly, dated the first

GERMAN (10-inch discs)
PX-1
PX-2 PX-9
PX-3 PX-11
PX-5 PX-14
PX-7 Creator XX
Rates: 75c each

The Memorial a Time of Joy

How to Report

Announcement of the time for the annual celebration of the Memorial, the feast to the honor of Jehovah and to the sacrifice of the Lamb of God, Jesus Christ, appears in the February 1 *Watchtower.* This year the date is Friday, April 11, 1941, after six p.m. At that time all companies of the Lord's people will meet together for that purpose. All people of good-will should be invited to attend and witness this feast, thus becoming better acquainted with Jehovah's provisions and his purposes.

Appropriate service announcements should be made by the individual conducting the Memorial, informing those present of the arrangements made for all, both anointed and Jonadabs, to share in the proclamation of Jehovah's name and Theocratic Government, the special offer during "THE SIGN" Testimony Period (in April), and the time of the local meetings of the company, *Watchtower* studies, service meetings, and book studies. All should be offered literature, testimony cards, and other equipment necessary to carry forward the work. Have these on hand.

Report

Each company or unit should show, on the bottom of the April report card to the Society and zone servant, the total number attending the Memorial and the number who partook of the emblems. Pioneers who attend Memorial with companies should make no notation on their report cards; but where isolated pioneers meet together, one of them should make such notation. Use the following method: Memorial attendance ..... Number partaking ..... If your company or a pioneer attends the Memorial service of another company, then state on the bottom of your report card "In attendance with ..... company" (filling in the name of the company).

INFORMANT

APRIL, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N.Y.

"The Sign" Testimony Period, April

Are You Doing Your Part?

How Are Your Company and Individual Quotas?

"THE SIGN" Testimony Period is the name that is used to designate the activity of the Theocratic publishers during the month of April, 1941. What does "The Sign" mean to us? We know that to the enemy it will be an indication of false security. They think that everything is all right with them because they have accomplished certain things in opposition to the kingdom of the Lord God; but what does "The Sign" mean to us?

The Scriptures clearly indicate it will mark a time when the servants of the Most High God must render an account of their stewardship to Jehovah. The prophet Ezekiel says, in this respect, that before the six men with the slaughter weapons went into action the man with the writer's inkhorn had to render a report. "I have done as thou hast commanded me." Jesus says "this gospel of the kingdom shall be preached in all the world for a witness unto all nations; and then shall the end come". The prophet Isaiah has this testimony: "Then said I, Lord, how long? And he answered, Until the cities be wasted without inhabitant, and the houses without man, and the land be utterly desolate." These and many other scriptures clearly depict the responsibility resting upon the servants of the Most High now. They are to push the battle to the gate with greater vigor as this momentous event draws near.

The Battle

The instrument the Lord has assigned to us for "THE SIGN" Testimony Period is *The Watchtower*, the book *Religion*, and the booklets *Theocracy* and *God and the State*, on a contribution of one dollar. This combination is to be introduced with the phonograph and the "Instruction" record. If we are unable to use the phonograph or do not have one, of course, we are to use the testimony card provided. These are the particular instruments for this campaign. This is to be the primary offer and the way it is to be presented. We have no more right to change this arrangement than Jael, Ehud or David had to reject the instruments provided by the Lord and use instruments of their own choosing. It is very important that each and every feature of the Lord's work now be carried on according to organization instructions. If some feature of the work does not come up to expectations and we have not been obeying organization instructions, then we must accept the responsibility for the failure of accomplishment of that purpose.

Your Quota

Up until February 28 we have less than 12,000 subscriptions. Our original quota for that month was more than 33,000. In other words, we are about two-thirds behind our quota, and we are inclined to believe that much of this is due to the fact that not all the publishers use with enthusiasm and faithfully the instruments that the Lord provides and in the way that He directs. Each and every one should give this matter very careful consideration. Now it has pleased the Lord to extend this campaign for another month. Let us one and all check up on our activity and see if we can increase our effectiveness in utilizing these provisions that the Lord has arranged for this campaign and in that way increase the number of subscriptions.

The newspapers of the country have had their special witness by mail. The Protestant clergy, school boards and politicians have received their warning by having the message served upon them by the local publishers. If this is not complete, steps should be taken to see that it is completed as soon as possible.

The time has now come when the very important message contained in the *Theocracy* and *God and the State* booklets is to go to the people in general. If the complete combination, *Watchtower* subscription, bound book and two booklets, cannot be placed with the people, then the bound book and two booklets should be offered on a contribution of 25c. If you are not successful in placing that, then leave the three booklets on a contribution of ten cents. The importance of leaving the booklets *Theocracy* and *God and the State* in every home possible cannot be overstated. Those who have read these booklets realize the importance of the message they contain and the great privilege and responsibility resting upon all the Lord's people to see that they are properly made accessible to each and every one. Try to at least leave the booklet combination in each home. However, if they cannot take the three booklets, leave either *Theocracy* or *God and the State* on a contribution of five cents, or *God and the State* on any contribution they are able to offer, or free where the interest and circumstances justify it.

"Watchtower" Campaign Extended to Include May

All Quotas Should Be Reached by Then

The *Watchtower* Campaign seems to be moving along better than it did last year; and it should, with more publishers in the field, therefore more hours devoted to the work. If every Kingdom publisher would obtain just one *Watchtower* subscription a month we would reach 150,000 for three months; but reports show that many of the brethren up to this time do not even have their first subscription. Are you trying to obtain subscriptions? Have you talked to your neighbors and your best friends? Have you made back-calls? Are you putting in more hours door-to-door? Those publishers who already have their one a month will, by the Lord's grace, try to obtain four by the end of May. Each company publisher should have a keen interest in the "thermometer" which shows the progress of the *Watchtower* Campaign week by week. Let's make this *Watchtower* Campaign the greatest ever, and remember, with four months to work, our quota should be reached.

A total of 11,416 new subscriptions for *The Watchtower* and *Consolation*, including new foreign-language subscriptions, have been received at the Brooklyn office. More should be obtained if we expect to reach our quota of 100,000. For February, then, we should have made 25 percent of our quota; whereas the above figures show that we made 12 percent, or about half of our quota. With the campaign extended to the end of the month of May, giving us more time (in which more favorable weather is to be expected), and everyone doing his part, we should come much closer to and even exceed 25,000 new subscriptions per month.

Special Letter on Pioneer Service

A special letter to all Theocratic publishers regarding the importance of pioneer activity, which field has reached a new peak of 3,877 full-time workers, is being mailed out to all pioneers, removed pioneers, companies, zone servants and regional servants. This letter should receive the prompt and serious consideration of each and every one. In all companies it should be read at the first service meeting following its receipt. It should be read again at the conclusion of the *Watchtower* study following this service meeting above mentioned, and at the second service meeting after it has been received fifteen minutes should be set aside for a general discussion of the letter and its contents.

Company servants, zone servants and regional servants should personally aid all individuals who are interested in having a part in the pioneer service and should help them to see their privilege in that respect, particularly those who are attaining the 60-hour quota or close to it. If you are contemplating pioneer service, write the Society for more information and a questionnaire.

Memorial Report

Each company should prepare for and conduct the Memorial service this year as outlined in the notice in *The Watchtower*.

The Society desires an accurate report of the attendance. Care should be taken that no duplicate reports are submitted. Each company is to show, at the bottom of their report card for the month of April, the total Memorial attendance, and the total partaking of the emblems. These totals should include everyone in attendance regardless of whether associated with the local company organization or not. Companies that go to some other company for the Memorial service should mark their April report card "Attended Memorial service with . . . ", giving the name of the company, but do not show any figures. Pioneers who are associated with companies will, of course, be included in the company's report and they are not to make a separate Memorial report. Where pioneers partake of the Memorial separate from company organizations, one of such group should send in the report of the total attendance on his or her report card. They are to report pioneers and any other good-will interest who may be assembled with them. Isolated pioneers who partake of the emblems by themselves will report such on their report card.

Old-Style Phonographs Out of Stock

The Society does not have any phonographs in stock at the present time, either the old or the new model; so please do not place orders. The new-model phonograph is coming along very well, but because of the emergency measures in the United States it has been very difficult to get certain parts. However, it is hoped that within the next month or two a very definite announcement can be made on the new-model phonograph.

New Peak in Publishers

April should see a new peak in publishers, a peak both for companies and for pioneers. Our all-time peak to date was in June, 1940, when we had 58,009 workers in the field. April this year should bring this total up to 60,000 at least. The following reasons are advanced as to why April should be the banner month to date: During April this year we celebrate Memorial, which brings home to each and every one the true relationship that should exist between the Lord's people and their Head and King. This should impel everyone, anointed and Jonadabs, to more earnest effort to have some part in the Kingdom service. During the month of April we are privileged to carry to the people the new and vitally important message contained in the *Theocracy* booklet, which clearly and forcibly puts before each one Jehovah's Theocratic

(*Continued on page 2, column 4*)

June Is the "THEOCRATIC AMBASSADORS" Testimony Period

Special Offer: Three Bound Books on a 35c Contribution

Be Sure You Have English and Foreign Supplies

The offer for the "Theocratic Ambassadors" Testimony Period, in June, is announced now so that the pioneers and companies can, if necessary, obtain a supply of literature well in advance. You may recall that many companies and pioneers were short of bound books during the last special offer of three bound books on a contribution of 35c. Any bound book from *The Harp of God* to and including the book *Enemies* may be included in the special conbination. *Salvation* and *Religion* will be offered on a contribution of 25c each, as usual, and are the only two books not included in the special offer.

All foreign-language bound books, with the exception of the most recent publication in each language, can be included in the offer of three, on a contribution of 40c.

The more recent inventories that the Society has of the stock on hand with the companies show that there are scattered throughout the country approximately 400,000 copies of books from *The Harp of God* to *Enemies* inclusive. All of these, we feel sure, can be distributed during the month of June. Get your supply now of at least 9 books for each regular publisher, and look for the details of the campaign in your next *Informant*. Companies will be charged on invoices as usual, and credits granted as on the previous campaign.

Back-Calls and Model Studies

You Can Do It!

Once again Brother Rutherford has called our attention to our responsibilities with regard to the back-call work. The portion of his letter of January 8, 1941, on "BACK-CALLS" should be considered at your service meeting. There is now no feature of the Kingdom service more important than the back-call work.

In January 1940 the matter of increased back-call activity was brought forcefully to the fore. Brother Rutherford pointed out that "back-calls are one of the best means of informing those who are somewhat interested of their privileges and the necessity of service" and showed that twelve back-calls a month is a reasonable quota. This had a stimulating effect upon the work, and the report for January 1940 showed a marked increase, the publishers averaging 3.7 back-calls for the month, which was the peak for the fiscal year 1940. October, 1940, the first month of the present fiscal year, saw a new peak reached of 4.6 back-calls per company publisher; however, by January 1941 the publishers averaged only 3.3 back-calls each, a drop of 1.3 below the peak and a decrease of .4 from January 1940. The pioneers have never surpassed their peak of 26.9 back-calls attained 'way back in November 1939, averaging only 22.1 in January 1941. This would seem to indicate that the brethren are not giving the proper attention to the back-call feature of the Kingdom interests. It may be that some of the newer publishers have not been properly instructed in the carrying on of this work. Perhaps some have thought themselves incapable or too inexperienced. What requisites are necessary? Who is qualified to make back-calls and conduct model studies?

Everyone Qualified

If some special training were necessary, if only a few were qualified to make back-calls, there might be an excuse for a decline in the average number of back-calls. This, however, is not the case. Everyone who engages in the regular door-to-door witnessing and who keenly appreciates the Kingdom and his position as a servant of The Theocracy in a covenant to unselfishly obey Jehovah's will is qualified to carry on the back-call work. Publishers of the companies and study groups can set aside an evening each week for back-call work; show the new ones how to proceed in this work.

Although conditions at each prospective back-call may differ somewhat, the proper procedure on the initial call is quite simple. The publisher should take with him his phonograph and records (arranging to borrow these if he does not have his own) and endeavor to play one or more records. His equipment should include sample copies of *The Watchtower* and *Consolation*, books and booklets of the current offer, a *Model Study* booklet, a Bible, and bookmarks or folders with the address of the local company headquarters. After playing the phonograph he should talk the literature, pointing out the necessity of Bible instruction, and show the person upon whom the call is made the very interesting arrangement of the *Model Study* booklet. (*Model Study* No. 3 contains an explanation of the proper procedure in the conduct of a model study.) At this back-call an effort should be made to arrange another back-call at which time a model study can be started; for, as with back-calls, any publisher can conduct a model study. The reports show, however, that a very small percentage of the publishers are now engaging in conducting model studies. Hence this branch of the work has not properly advanced. Those publishers who have recognized its importance and energetically pushed the model-study work have been richly blessed. Do not become easily discouraged if your first attempt is not successful, but press on with the firm conviction that this is the work Jehovah would have done at this time and He will bless your efforts.

You publishers now active in the back-call and model-study work should encourage and assist new publishers who have never participated in this work by inviting them to accompany you when you make some back-calls or conduct your model study, with the end in view of stimulating their back-call activity. You may have more back-calls and model studies than you can properly care for, and in such case it may be convenient to turn some of these over to the new publisher who accompanies you. After two or three weeks attending the model study, ask the new publisher to conduct it, which will be good experience for him, and probably he can continue thereafter and you can start another model study elsewhere at the same time of day. In other words, every effort should now be made to be an efficient publisher yourself and to aid in increasing the back-call activity amongst the new publishers.

Follow Through on New Subscriptions

The mere receiving of a copy of *The Watchtower* twice a month is not sufficient. It requires more than that for the people of good-will to gain knowledge and understanding and an appreciation of the vital necessity of Kingdom service. In many cases people subscribe for *The Watchtower* because they think it is helping along the good work, which belief eases their conscience, but do not appreciate the all-important fact that they need the information contained in *The Watchtower*, which when properly studied and acted upon will result in their salvation and without which they will suffer destruction. Therefore the obligation is laid upon the Lord's witnesses to aid the new subscribers to realize the importance of this publication and the message it contains.

Back-calls should be made regularly upon the new subscribers, playing the various lecture series, and then develop model studies, using the *Model Study* booklets provided by the Society. Every new subscriber is a good prospect for a model study. Be sure to take advantage of this and get model studies going in your territory.

In view of the fact that many new subscribers do not appreciate the need of thoroughly studying each issue of *The Watchtower* as it is received, it would be well for each publisher to make it a point at the close of every call upon the new subscribers, whether a regular back-call or a model study, to mention *The Watchtower*. This should be done in a casual manner. Probably the most effective would be to point out some statements made in the latest issue which were of special interest to you. A few sentences might be read from the current issue and point out that this is the same as they are now receiving regularly. In other words, be well acquainted with the subject matter in the latest issue received and bring some outstanding part to their attention, thus arousing their interest and encouraging them to read *The Watchtower*. This practice of being thoroughly familiar with the contents of the latest issue of *The Watchtower* and stressing certain points will also be beneficial in your regular witnessing and back-calls made on those who are not subscribers. In this manner *The Watchtower* will be kept prominently before the minds of the people, with great profit to them and oneself.

In his letter of January 8, 1941, Brother Rutherford also stressed the importance of the *Watchtower* study. Publishers should always stand ready to take people of good-will to the *Watchtower* study. At each back-call and model study a hearty invitation should be extended to these new ones to accompany you and attend the *Watchtower* study of the local company regularly. Help the "other sheep" in your territory to learn the way to life. Take them with you to the study, that they may get the full benefit of being *Watchtower* subscribers.

Efficiency

Each publisher holding an individual territory assignment should have a personal back-call file. These slips should be retained in the territory envelope and kept up-to-date by recording each call made, literature placed, records played, etc. Every individual territory requires 12 back-calls a month and one model study a week. Are you making this quota? Is your territory being given the proper attention?

In addition to keeping your personal back-call file in order, a Back-Call Follow-Up Report should be turned in at your local company headquarters for each back-call made and each time you conduct a model study. Other forms should also be employed, and it would be well to discuss in the service meeting the proper use and filling out of these various forms, for the mutual benefit of the company.

Increased activity is the order of the day. The back-call and model-study work should now be stressed as never before. Company servants should take the lead. Each publisher should look after his individual quota. The time is short. People of good-will must learn of The Theocracy, the place of safety. Therefore let us continually keep in mind the admonition by Brother Rutherford, "The responsibility is laid upon the witnesses of the great THEOCRAT to see that the people have opportunity to receive such knowledge. *Do your part.*"

Information for Company Servants, Sound Servants, and Pioneers

Please note the following when ordering any parts for phonographs:

First give the number of your phonograph; second, give complete name of the part desired. If you are not sure of the name of the part wanted, then give a detailed description or a rough drawing showing where the part goes. When ordering carrying handles, state whether they are fastened to your phonograph by a LENGTHWISE or a CROSSWISE clip. Please state whether the winding cranks are of the slotted type or threaded type. Make distinction between crank clips and crank supports. When ordering any kind of spring give a definite description, such as governor spring, winding shaft retaining spring, or mainspring for motor. Please do not take it for granted that we know what parts have been broken or write stating "Send a spring for my phonograph." Be specific. This will eliminate mistakes in shipping parts to you, which in some cases had to be returned and other parts sent because of not being clear. In ordering any parts, literature, or supplies, do not use symbols, but write out plainly what you require.

(*Continued from page 1, column 4*)

arrangement as it operates at the present time. During the month of April we are privileged, by the Lord's grace, to put squarely before the people and the rulers the issue of GOD and the STATE, and during April it is our privilege to continue to push the *Watchtower* Campaign with zeal and vigor, to the glory of the Lord. No one who claims to be on the Lord's side now can afford to miss having some part in this campaign.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	55,039 Jun '40	3,844 Dec '40
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

		Feb. 1941		Feb. 1940	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	47,540	12.9	3.2	13.6	2.8
Pio.	3,877	99.1	21.7	100.1	17.9

INFORMANT

MAY, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N.Y.

"Watchtower" Campaign Extended One Month

4-Month Campaign, Ending with May, Should Show Results

Go over Your Quota on Books, Booklets and Subscriptions!!

There is no doubt that the Lord is directing His organization in the earth. Manifestly the extension of the *Watchtower* Campaign to include the month of May is a merciful provision of the Lord to permit us to make up our quota for the *Watchtower* Campaign. The quota set for February, March and April was 100,000 new subscriptions, 1,000,000 bound books, and 6,750,000 booklets. This was a reasonable quota for the more than 50,000 company publishers and pioneers now reporting regularly in the United States. However, according to the rate at which new *Watchtower* subscriptions are being received at Brooklyn now, by the end of April we shall have obtained just a little better than 50,000, which is *only half* the quota for the three-month campaign. Up to March 31 there were 37,521 new subscriptions sent in to the Brooklyn office. It appears, too, that we shall not attain the quota of books and booklets. Why?

50,000 Subscriptions to Go!

February, March and April have slipped by and the quota is only half made. This means there is much work to be done during May. There are 50,000 publishers regularly reporting in the United States. If each publisher sees to it that he obtains at least one subscription during May (regardless of how many he has previously obtained), we shall gain our objective, 100,000 new *Watchtower* subscriptions for the campaign. The very fact that the Lord has arranged through His organization for the extension of the campaign indicates that it is His will that the quota be made. Therefore let each publisher of The Theocracy soberly determine to make it his business to get at least one subscription before May 31.

Books and booklets also are low, but these will show a corresponding increase with the subscriptions. If the new subscription quota is reached, undoubtedly the rest of the quota will be reached. Each company publisher, therefore, should put forth every effort during May to place five bound books and at least thirty booklets, in addition to getting subscriptions; pioneers, 40 books and 250 booklets. Elsewhere in this *Informant* suggestion is made as to how to increase the booklet placements, and other features of the work. More time in the field is required. If each individual assumes his responsibility and takes care of his share of the quota we shall more than make the quota. Wherever you go, always be prepared to take a subscription. By the Lord's grace we shall go over the top on everything, books, booklets and subscriptions if we do our part, namely, be a publisher and put in time in the field.

There is every reason why the quota can be reached in May. Weather conditions no longer hinder anyone in any part of the country. Rural territory can easily be covered, usually yielding much fruit. With favorable weather the doorstep setups using the "Instruction" record will be unanimously pressed into service. Evening witnessing will be carried on all over the country. We shall have a new peak of publishers. With the willing publishers of The Theocracy moving forward unitedly, each having in mind his share in the quota, we shall reach our goal.

Your Quota

By the Lord's grace each company will go over the top in all three features of the *Watchtower* Campaign quota. In addition, make a separate quota for the month of May, reckoned at one subscription, five books and thirty booklets per publisher, and then permit nothing to prevent your company from making it. Keep a weekly check on your progress; and if you begin to lag behind, put forth additional effort. Let the servants take the lead. Undoubtedly May will witness the greatest effort put forth by Jehovah's people during the *Watchtower* Campaign.

These are serious days. Throughout the earth freedom of action is rapidly being taken from Jehovah's people. This may be the last *Watchtower* Campaign. Do not neglect your privileges. Do your part. With full confidence in Jehovah join in the victory song! Lay aside your "weights"! Remember your individual quotas! One subscription, five books, thirty booklets, during May! Jehovah's will shall be done.

April 1, 1941

To the Magazine Publishers:

The witnesses for Jehovah are the representatives of the Most High and should deport themselves accordingly with dignity and gentility whether on the street or elsewhere. In the magazine street work avoid anything that has the appearance of rudeness. It is reported that some call out: "Vitamins for the mind. Read The WATCHTOWER." That is hardly proper.

The exhibiting of signs during this magazine service seems to have performed its work. Henceforth no more signs will be used. Calling attention in a dignified way to the headings of the articles in the magazine will be more effective, no doubt.

Let the people observe from your words and conduct that you desire to help and comfort them in these days of great stress.

Be fearless of man and trust entirely in Jehovah and his King; therefore be very courageous. Jehovah and the Lord Jesus guide and bless you.

Your brother and servant by His grace,

J. F. Rutherford

Proper Expressions for Street Work

The brethren, in offering the magazines on street corners, should use expressions that will not cause provocation. The expression "RELIGION IS A RACKET" has been used extensively in the past, and from now on should be discontinued, and constructive statements be used. The publisher can express to the passer-by, "REMEDY FOR WORLD DISTRESS. Read The WATCHTOWER, 5c." This should not be shouted in one's ear or be heard across the street, but should be spoken in a moderate tone of voice. Publishers may call out the titles of the articles in the magazines; or, set out below are some expressions that Brother Rutherford has approved in connection with "Read *The Watchtower*, 5c":

Remedy for world distress
The Theocracy, the hope of mankind
Escape from death at Armageddon
Bible removes fear of death
Prophecy shows deliverance near
Truth brings light, peace, joy
World peace by God's Kingdom
Comfort for 'men of good-will'
Seek righteousness and meekness
Theocracy means totalitarians' end
Understand God's present purpose
Kingdom benefits for humankind
Your Bible questions answered
Teach children the truth

The *Consolation* magazine has printed on it (in large type, displaying the contents of the magazine) expressions that you may use when on the street corners.

All the publishers of the Kingdom should be diligent in having a part in the magazine work. It is hoped that in this manner, throughout the United States, more than one million magazines (of both *The Watchtower* and *Consolation*) will be distributed each month. We feel sure that every one of the magazine publishers will give special heed to Brother Rutherford's letter printed above and follow the organization instructions.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	55,039	Jun '40	3,877	Feb '41
Av. Hrs.	20.3	Jun '40	125.9	Oct '39
Av. B-C	4.6	Oct '40	26.9	Nov '39

		March 1941		March 1940	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	49,799	14.7	3.0	14.5	3.1
Pio.	3,686	113.3	22.5	114.	20.3

Have You Considered the Pioneer Service?

Many individuals are arranging their affairs so that they can enter the pioneer service. A letter in March and another in April have been sent companies, which should have been studied carefully at service meetings. Company servants should encourage all publishers of the Kingdom to enter this field of the service if they possibly can, either in isolated territory or with the company. Individuals desiring further information should be told to write the Society.

Kingdom News No. 8

In the legislatures of New York, Connecticut, and other states, lawmakers are now submitting bills, all very alike in form, seemingly for the innocent purpose of controlling "the dissemination of propaganda". This is being put across without the general knowledge and discussion of the people, and is a grave danger to American Constitutional rights and liberties.

Kingdom News No. 8 exposes the source of these bills, the Catholic-Fascist politicians, and shows the use to which they will be put to prevent the work of Jehovah's witnesses. Order your supplies now; fifty cents a thousand copies. Some of the depots have a small stock of *Kingdom News* No. 7 on hand, and a few companies during the next few weeks may receive some of these. If you receive or have No. 7, put them out in your territory as soon as possible.

Use "Enemies" Record

During the month of June all publishers will use the doorstep setup with the phonograph to introduce the 3-book combination. To this end the "Enemies" record (P-114) can be put to good use, as *Enemies* is the latest book being offered in the combination. Order your supply of this record now; 70c each; six for $3.50.

Know What's in It

Each publisher of the Kingdom should be fully acquainted with what is contained in *Advice for Kingdom Publishers*. Company servants should carefully check with each company publisher to see if he has received his copy of *Advice for Kingdom Publishers*. If he has not, he should order a copy for the publisher. They are 5c a copy. Five or ten minutes of each service meeting should be devoted to the study of this booklet, each week a different part.

NEW PUBLICATIONS

Favored People: Spanish.
Warning: Tagalog and Zulu.
Catalog: English (2 for 5c).

COST LIST

A new Cost List has been printed and mailed to each company. Families or groups of pioneers working together were sent only one copy. Please take care of your copy; no duplicates can be furnished.

June, Bound-Book Month

"Theocratic Ambassadors" Testimony Period

The Greatest Yet! Be Supplied!!

Concerning the activity of the ambassadors of The Theocratic Government a recent issue of *The Watchtower* states, "Now the people of God, having been favored by the light of the Mighty One, Christ Jesus, shining upon them, joyfully arise and shine forth the message of the Kingdom. Have you arisen, and is the light shining upon you, and are you using that light to the glory of THE THEOCRACY?" All who now take an active part, striving diligently to make the quota which the Lord outlines through his organization, are doing this very thing; and this results in the Lord's approval and rich blessings upon them.

With a new peak in publishers imminent and everyone on the job doing his part, we should by far exceed our previous record month for bound books, January, 1940, when 532,178 bound books were placed. In that month 40,278 publishers reported, whereas around 70,000 or more are expected by the month of June; for which reason many more bound books should be placed than in any other campaign. Additionally, we have the experience from the previous bound-book campaign; so we should be better prepared for this one.

Offer

The special offer will include any bound books from *The Harp of God* to and including *Enemies*. Three of these bound books will be offered on a contribution of 35c. Also combinations of 6 on contribution of 70c, 9 on $1.05 contribution, and 12 on contribution of $1.40, can be placed. In the foreign languages all bound books except the latest one can be offered, at three on contribution of 40c. During June a *special effort* should be made to place foreign books. All companies should be prepared and equipped with a sufficient number of books that each publisher can be supplied with at least three combinations of three different books in the English language, making nine books per publisher, and as many different foreign books as are available and can be used in your territory. Companies and pioneers should check their stock to see that they have their supplies on hand in readiness. Jehovah's people have taken the offensive in this warfare and there is no slacking down from one campaign to another. We fight shoulder to shoulder, laying down a constant barrage of truth against demonism.

Companies with Unbalanced Stock

If your company is not equipped with a sufficient supply of all bound books needed and you know of a near-by company that has an oversupply of the books you need, then get in touch with them and, if possible, make an even exchange of stock without using a Transfer of Stock blank. If an even exchange cannot be arranged, then use the regular Transfer of Stock blank. This blank should be properly filled out and signed by both companies and sent promptly to the Brooklyn office. In this the zone servants should assist the companies at every visit and check carefully over their stock, arranging proper adjustments of literature and using the Transfer of Stock blank in accordance with instructions when necessary. If there is no company near by from whom you can obtain the needed amount of stock, then send in an order immediately for what you will need. Remember that last year many companies were out of stock long before the month was over. Pioneers also may exchange stock and arrange transfers when necessary.

In ordering literature companies and pioneers may order any literature they desire, but some of our stock will run out. Therefore we will substitute other literature, unless you tell us not to do so. The books *Light* 1 and 2 and *Vindication* 1, 2 and 3 should always be placed in sets. If you are short of any one of these books to complete your sets, order what you need to balance them. In various depots throughout the country we have an overstock on certain literature, and would appreciate your ordering this in preference to other publications. On the West Coast, at the Seattle depot we have a good supply of *Enemies*, *Riches*, and *Jehovah*. Other books can be had, but we do not have large quantities there. Extra stock at other places is as follows:

At Los Angeles: *Enemies*, *Riches*, *Jehovah*, *Preparation*, *Preservation*.

At St. Louis: *Enemies*, *Riches*, *Preparation*, *Prophecy*, *Government*.

At Brooklyn: *Enemies*, *Riches*, *Jehovah*, *Preparation*, *Preservation*, *Prophecy*, *Government*, *Creation*. We have the largest stock on the books mentioned, but from Brooklyn we can supply others if requested.

Publishers should work their individual territories during this campaign, and also study groups should cover their territory regularly with this special offer, using the doorstep setup. Those who have magazine routes established should show the people on their routes this special bound-book offer, using the advertisement in the magazine to help them place combinations. Place sets with your friends, neighbors and relatives. All good-will names in your back-call files should be given an opportunity to receive a set, and the back-call servant should see that this is pushed. With every person with whom a set is placed, arrange to call back and thus encourage them to also read their books. Last year, according to instructions, the catalog was used to good advantage, and this has aided in placements. Be sure to have a good supply of bookmarks also.

Foreign Literature

Company servants should see that all foreign sections are *thoroughly* covered. This work can be done by all publishers using the testimony booklet. Wherever possible the foreign-speaking brethren should devote all their time to work amongst the foreigners in their company territory. There is too much foreign literature in storage. Order your supply of foreign books for the June work, and then let's get these into the hands of the people, where they will do some good.

Credit to Companies for Combinations Placed

A rebate of 25c will be given to each company for each set of three bound books placed. This should be reported properly on the June report card sent to the Society by the company, by showing on the bottom of the report card the number of *sets of three books* placed. The company will be given credit on their account for the number of sets placed. In no other way will this be done. Be sure that your report card is made out properly, so as to avoid unnecessary work or errors. Pioneers will not be given a credit, as they already receive the literature at a very low rate.

Individual publishers will get their rebate from the stockkeeper or treasurer by showing on their daily report slips the number of sets placed of three bound books. These report slips should be turned in to the stockkeeper or treasurer, who will give the proper rebate to the publisher. The treasurer will keep an accurate record of the rebates given the publishers, and this should correspond with the company total at the end of the month. Either the stockkeeper or the treasurer should initial these slips in order to show that a rebate was given, and then turn them over to the secretary, who will keep them on file as long after the end of the month as they feel is necessary.

Prepare now for a lightning attack in June!

Impostors

Chas. A. Wines (about 47 years old), a younger man named Washer (age about 19), a woman (red hair, much younger than Wines) who claims to be Wines' second wife, and two children (a boy about 8 and girl about 10), are traveling throughout the country in a dilapidated 1934 red Ford V 8 panel truck, registration number N J XE 7775, 1940.

These people have been traveling throughout the middle west recently, claiming that they are special representatives of the Society investigating local conditions, looking into injunction suits, and in many places giving a hard luck story of a trailer being burned by mobs, and are working on the sympathy of the friends for maintenance and anything else they can get from them.

This information is given so that you will know the above-named people are not representatives of the Society but are trying to do injury and should be avoided. No information should be imparted to them.

"Willingly Offered Themselves" in May

70,000 Publishers Our Quota

The great central theme of the Victory Song now opened up in *The Watchtower* to thrill the Lord's people is—the willing volunteers: those 10,000 who joyfully joined Barak and Deborah.

Boiled down to the Kingdom terminology of our day this means those who joyfully offer themselves to the Lord through his organization for any service the Lord requires done at the present time. The fact that the Lord made Deborah to say, "My heart is toward the governors of Israel, that offered themselves willingly among the people," indicates that it is only those who do this that can be pleasing to the Lord and his organization. There is not one word of commendation for the other approximately three million nine hundred and ninety thousand. Only those who wholeheartedly engage in the Lord's service can have the Lord's approval and blessing.

There are associated with the various company organizations well over 70,000 different individuals who have participated in the field service to some degree at least. As Jonadab's heart was with Jehu, so must the heart of the approved ones in our day be with the antitypical Deborah. There is no other way of obtaining deliverance and life. Each one of these seventy thousand and more brethren should be actively engaged in the field service, and this should give us a peak of at least 70,000 publishers during May.

During May we have another month in which to attain our quota for the *Watchtower* Campaign. Those who have not yet engaged in that branch of the work should take advantage of May to do so. The weather during the month of May is, as a rule, ideal for the witness work; it is neither too cold nor too hot, but splendid to work in city or country. Daylight saving is in effect throughout the country, permitting many to engage in the service during the evening. Evening service should be utilized to the very limit this summer. We have a very important message that must be delivered to the people in a short time. This message is contained in the two new booklets, *Theocracy* and *God and the State*. These should be in every home possible. To accomplish this each company organization should plan for evening work immediately. The following procedure is outlined:

Evening Witnessing

Arrange one or two evenings for group witnessing from study meeting places or from your headquarters, or from both headquarters and study meeting places, depending upon the convenience and effectiveness of the local arrangement. These groups should cover a given territory with *Theocracy, God and the State* and another booklet, on a 10c contribution. The people should be urged to read *God and the State* and *Theocracy* as soon as possible, emphasizing the importance of the message.

Take the name and address of those obtaining this combination. The following week arrangements can be made for back-call follow-up work on these people. Present the regular *Watchtower* combination with the recorded message at that time, and follow it through with each name to a regular back-call and model study if possible. This arrangement will afford a splendid opportunity for those who are timid and have not engaged in the service to any great extent in the past to get started in the witness work and also to get started in making back-calls.

The groups that cover the territory with the booklets can make the back-calls; or other back-call groups may be arranged while the initial group goes through each week and places booklet combinations, turning the names over to the back-call group, who will follow up the next week. Much will depend upon the available brethren in arranging for this work. Try to get everyone engaged in it, particularly the people of good-will and newly interested who are associating with the company.

Let our slogan for the month be —EVERY ASSOCIATED A PUBLISHER, and a peak of 70,000 publishers for the month. Let our Victory Song be a real VICTORY SONG in this day of judgment. All can then say that they have 'willingly offered themselves'.

Change in Mailing *Informant* to Pioneers

Copies of the *Informant* for the pioneers are now being mailed with the pioneer statements each month; therefore it will not be necessary for pioneers to request theirs to be sent with that of another pioneer. Smaller companies will also note that they will receive their copies of the *Informant* with the monthly statement whenever possible.

INFORMANT

JUNE, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N.Y.

"Theocratic Ambassadors" Testimony Period

June Should Reach New High in Books Placed

Will All Your Company Publishers Be in the Field?

During the entire month of June it is the privilege of all the Lord's people to participate in the "THEOCRATIC AMBASSADORS" Testimony Period. Are you ready for this special event? If you are a Theocratic ambassador and have been giving serious consideration to this matter since it appeared in the May *Informant*, you are ready.

What does it mean to be ready? The "THEOCRATIC AMBASSADORS" Testimony Period is a month during which the Lord's people are going to make available to the public the Kingdom message in bound-book form, on a contribution of 35c for three in English (excepting *Salvation* and *Religion*), or 40c for three in any foreign language (excepting the latest bound book in such foreign language). In getting ready for such a campaign the following points should be observed:

1. TIME. Plan now and determine the time you are going to devote to this service during the month of June, designating the days and evenings you intend to go out, and adhere to that schedule strictly. Do not permit anything to interfere with it. THEOCRATIC responsibilities come before everything else.

2. TERRITORY. Individual and group assignments should be arranged for, so that you will have some territory to work in at all times. Survey the territory between now and June 1. Know where you intend to work during the daytime and in the evenings. Arrange your back-call names and good-will interest so that they can be reached and witnessed to in the least possible time. Plan to do a thorough job, so that all who show any interest are given an opportunity to get this special bound-book offer, either to complete what are missing of their present Theocratic library or to obtain an entire set.

3. EQUIPMENT. See that you have plenty of bound books. The May *Informant* suggests at least 9 books for each publisher. Most publishers will place many more than that. According to your faith and your faithfulness be it unto you. Have your phonograph introductory record and back-call slips ready. When you go in group witnessing know the car and the party with which you are going. Have all arrangements completed in advance, so that there won't be any waste of time when the campaign actually begins. If all these details are taken care of in advance it will do much toward making the campaign a success.

Evening Work

During the evening work in June an arrangement will exist similar to that which we are carrying out during May. The publishers will first cover the territory with the three-booklet combination, but it would be well to have 3 bound books along, too; someone may want them.

Evening work has been found very effective for the distribution of booklets.

Know what you are going to say and say it briefly and distinctly. It is difficult to get into many of the restricted apartment buildings, particularly with the phonograph or conspicuous brief cases. Go neatly dressed and as inconspicuous as possible. State your business to the party answering at the door, then immediately flash your combination of 3 booklets, *God and the State*, *Theocracy*, and another booklet. Mention the contribution clearly. People do not grasp at the first statement that all of this literature can be obtained on a 10c contribution; therefore repetition helps.

By following the above procedure good results are obtained.

Two publishers were able to place 300 booklets in 50 hours.

Another publisher reports 19 booklets in 2 hours.

Two more publishers report 27 booklets the first evening, 2 hours; second evening, 36 booklets in the same time.

They say many are reached by evening witnessing that otherwise could not be interviewed.

June has many advantages. It has longer evenings than any other month in the year, enabling the publishers to put in two or more hours of service before it gets dark. Daytime activity, of course, is to be devoted exclusively to the distribution of the 3 bound books, having some booklets along where people manifest interest but cannot afford to take the bound-book combination. Present to such the 3-booklet offer.

Follow out the details contained in the May *Informant* concerning transferring books and adjusting your stock locally. If this cannot be done, then immediately order from the Society such books as you require. Get a good supply: this campaign will surprise you. The Brooklyn depot has a good supply of *The Harp*, *Deliverance*, *Creation*, *Government*, *Prophecy*, *Light* 1, *Vindication* 1, 2, 3, *Preservation*, *Preparation*, *Jehovah*, *Riches*, and *Enemies*. At the end of the month of June, when you submit to the Society your report card covering the month's activity, ask for credit. A credit allowance of 25c will be given to the companies for each bound-book combination placed, in English or foreign languages. There is no credit allowance for pioneers, due to the low rate at which they receive the literature.

Push the "Watchtower" Campaign with Zeal

80,000 Received by May 15

With 80,739 *Watchtower* subscriptions already received at Brooklyn when this article went to press, the goal of 100,000 new subscriptions should be reached, and even exceeded. It will, however, require real effort during the remaining days of the campaign to reach this quota.

All Theocratic publishers should use every opportunity possible between now and May 31 to obtain another *Watchtower* subscription with the special offer. After that all subscriptions will be $1.00 regularly. Perhaps many now have and will yet get promises for subscriptions at the end of the month or at payday, and these may be picked up as late as June 3. All subscriptions should be in this office by June 15, and none should be taken with the premium offer after June 3.

From our records it is evident that many of the brethren have not yet subscribed for *The Watchtower* on the yearly basis. If you are one of these, we again call to your attention the need of having on record for the *Watchtower* magazine the names of all Kingdom publishers, and advise that all who do not get *The Watchtower* through the mail send in their subscriptions during the special campaign, without fail.

Having well in mind the need for greater and more determined effort as the appearance of "the sign" approaches, every one devoted to the great THEOCRAT will use his entire strength in the climax of this *Watchtower* Campaign and continue thereafter to push every phase of the Kingdom work until the Lord says that it is enough. Always be on the alert to take subscriptions at any time from people who show interest in The THEOCRACY. Many subscriptions can be obtained by reading to them parts of the current articles, such as "Noah's Day" and "The Ideal Government", in the May 15 *Watchtower*. Talk *The Watchtower*, and you will get the subscriptions.

New Publications

Judge Rutherford Uncovers Fifth Column: Portuguese

The following foreign-language records have come into stock recently:

HOLLANDISH (10-inch discs)
PO-1 PO-14
PO-7
Rates: $1.25; five for $5.00

JAPANESE
PJ-8, PJ-114
"Where Are the Dead?"—"Enemies"

NORWEGIAN
PN-5, PN-6 PN-27, PN-28
PN-7, PN-8
Rates: $1.50; five for $6.25

SWEDISH
PZ-11, PZ-12 PZ-33, PZ-34
PZ-15, PZ-16 PZ-57, PZ-58
PZ-25, PZ-26
Rates: $1.50; five for $6.25

Pioneer Ranks Growing

The call is now going far and wide for MORE PIONEERS. Already hundreds have responded to this call, and the pioneer applications are coming into this office in ever-increasing numbers. In fact, the number of applications received in the FIRST TWO WEEKS OF MAY was almost twice the total number of pioneers enrolled in March and April combined. This, again, should be doubled, and redoubled, if we expect to have 5,000 or more pioneers on the list by August.

The letter dated May 10, 1941, which is now being sent to all the companies and zone servants, for the publishers' consideration, again brings forcibly to our attention the pioneer service. This letter should be diligently studied and considered at one of your service meetings this month. Zone servants, pioneers and company servants should in every way assist the brethren to see their privilege of becoming full-time ambassadors of The THEOCRACY. Do not permit any opportunity whereby you can arrange to be a pioneer publisher to slip by. Our commission from Jehovah is now to proclaim the good news of The THEOCRACY, and to do this full-time, if possible.

Prepare Now for July Work

The literature to be used during the month of July will be the book *Religion* and one booklet, on a contribution of 25 cents. The book *Religion* has not had as wide a distribution as it should have, particularly throughout the rural sections of the country, and everyone should be given the opportunity of obtaining this vital information. Prepare your rural territories now for a thorough witness during July, using the phonograph and the record "Message of Hope" (P-230). If the people are unable to take the book and booklet, on the 25c contribution, offer three booklets, on the 10c contribution. *Religion* is not included in the special June offer. Check your stock and order early. Stockkeepers should be able to supply each publisher with five *Religion* books, at the very least, during the month of July. If phonograph records are needed, order those with your supply of *Religion*.

A Suggestion

In localities where the brethren find it difficult to procure legal counsel to handle their cases on appeal, because of prejudice or the unwillingness of attorneys to represent them at a reasonable cost, we suggest that the brethren so involved write the American Civil Liberties Union, 170 Fifth Avenue, New York City, informing them of the date of the trial, with request that the American Civil Liberties Union provide them with counsel of that organization free of charge or at a reasonable cost, or inform them of the name of an attorney willing to handle the case at a reasonable cost, and send copy of such letter to the Legal Desk of the Society.

This, of course, does not alter the advice for Kingdom publishers to keep the Society informed as to all arrests and developments, and for the brethren to defend themselves without counsel in the police courts.

Tremendous Witness Given in First Six Months of 1941!

Steady Increase in Monthly Average of Publishers

New Peak Not Yet Reached

It is with real pleasure that we submit to the brethren the report of the first six months' work done by the publishers that report regularly to the Brooklyn office. This includes the United States and outlying possessions, such as Alaska, Canal Zone, and some other small countries not under branch arrangement. The report shows a tremendous increase in the distribution of booklets over that of the previous year because of the splendid campaign arranged last December and early January, as well as the constant effort put forth by the publishers in all of the first six months. The bound books have taken a decrease, but much of this will be made up during the June campaign, we anticipate, because of the very special offer.

The comparative report for the first six months of 1941 and the first six months of 1940 is set out below:

	1941	1940
Books	657,786	1,312,608
Booklets	12,263,970	5,314,890
Total Literature	12,921,756	6,627,498
Av. Publishers	52,912	43,924
Hours	6,764,014	5,449,149
New Subscriptions	53,396	31,070
Ind. Magazines	2,973,801	467,493*
Sound Attendance	5,167,656	6,131,456
Back-Calls	1,568,137	953,544

*Magazine work inaugurated in February 1940; figure includes only February and March 1940.

Publishers

The 52,912 publishers engaging in the field on the average every month shows a decided increase over that of the previous year, there being 8,988 more publishers going out in the field on the average every month. However, there are still many irregular publishers in the country, and if these would appreciate their privileges of service and begin in the field work during June, we would undoubtedly reach and greatly surpass the high peak of June 1940, namely, 58,009, which since then to this time has never been reached.

Those publishers who have been constant in the field service have put in 1,300,000 more hours than the publishers of last year during the same period. A splendid increase in new subscriptions is shown, as well as great activity in the street-corner witnessing with the magazines. If all the publishers throughout the country see their privileges in the magazine work we shall soon be putting out well over half a million magazines every month.

Back-Calls

While the average number of back-calls per month per publisher is only a little better than three, the grand total of back-calls made by the publishers in the first six months greatly exceeds that of the previous year, by more than 600,000. The back-call work is important in that it brings the necessary knowledge of the Lord's Word to the "other sheep".

The six months' work shown in report above was accomplished in the winter season. The summer should show even greater results. Every pioneer, company publisher, and company itself should strive diligently to increase the efforts put forth as the time grows short in the proclamation of the Kingdom. In all parts of the world the enemy is desperately striving to slow it down and stop it if they can. We here in America are privileged to press on against opposition, but not the opposition experienced in many other lands. Let us work diligently while we have the opportunity.

British Publishers Increasing

A very interesting report was received from the British Isles a few days ago showing that during the past six months they had a monthly average of 8,930 publishers in the field, to compare with 6,849 last year; an increase of approximately 30 percent over last year's average. The publishers have placed over one million more books and booklets than in the previous year, and have doubled their back-calls. The total number of back-calls made in six months by the pioneers and company publishers is 274,267. This should delight the heart of every worker for the Kingdom and make us here press on with zeal.

Still Progressing, but Have Not Reached 1940 Peak

The report for April set out below shows that more brethren are engaging in the field work than in the previous month, and that in April, as far as this year is concerned, we reached a new high of 57,494 publishers in the United States; but this is not a new all-time peak. We hope that every publisher that was out in April will go out in June, and several thousand more, so that June will really demonstrate that we are the Theocratic ambassadors. In June last year we reached our peak of 58,009. Nothing should stand in the way of reaching a new peak this June.

The Memorial attendance for the United States was 60,629; those who partook of the Memorial emblems, 13,771. We rejoice to see so many of the "great multitude" now associated with the remnant and fighting in the King's interests. From the above figures it appears that almost everyone attending the Memorial was a publisher. Rejoice and press on with the great work at hand.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers
Pubs.	55,039	Jun '40	3,877 Feb '41
Av. Hrs.	20.3	Jun '40	125.9 Oct '39
Av. B-C	4.6	Oct '40	26.9 Nov '39

	APR. 1941		APR. 1940	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	53,706	15.9	2.8	14.3	3.0
Pioneer	3,788	112.3	21.8	101.7	19.6

"Victory" Records

The message of encouragement in the lecture "Victory" will be of real interest to the newly interested ones. This is one of the four lectures advertised on the folders supplied by the Society. The Society has a small supply of these on hand which should be put to use. Until the end of June companies may order complete sets of seven discs (P-191 to P-204 inclusive, which includes the record "Snare and Racket") at the special rate of $3.50 per set. Get your orders in early.

Reporting Interferences

We suggest that, when threats of mob violence are made, the brethren immediately report the matter in writing to the head local city and county officials, asking for protection, and also advise them that if such protection is not granted as requested, and if any damage is suffered, Jehovah's witnesses will hold the city (or county) answerable for such damages suffered from mobs.

In the event that mob violence actually occurs, then report the matter as follows:

Write a clear, brief, but comprehensive account of all the facts. As far as possible name accurately each opposer who takes a leading part. Give his official position, such as mayor, chief of police, sheriff, or other. State whether he is a member of the American Legion or other veterans' organization (naming it accurately), and what position he holds therein. Name each clergyman participating, giving name of church denomination. Let all such names be obtained as accurately and as promptly as is possible under the circumstances.

Typewrite the statement, making eight readable copies, addressing the statement to Department of Justice, Civil Liberties Unit, Washington, D. C., and copies to the following:

American Civil Liberties Union, 170 Fifth Avenue, New York, N.Y.; governor of the State where event occurs; attorney general of that State; prosecuting attorney of the county where act occurs; editor of that county's largest newspaper; Society's Legal Desk, Brooklyn, N.Y.; and retain one copy for your file.

Original copy of such statement that goes to the Department of Justice should be taken to a notary public to be acknowledged. All other copies need not be acknowledged.

Where repeated arrests are made by the officials, under invalid ordinances, to the material interference of the witness work, or if the officials stand idly by and permit mob violence, then it should be reported to the Department of Justice as above outlined and attention called to the fact that such conduct amounts to a violation of Sections 51 and 52 of Title 18 of United States Code and that the officials should be prosecuted thereunder. The local officials should be advised that if they continue arrests they will be enjoined in Federal Court, as in "LAW-ABIDING" leaflet and as is now done in many other States.

Increasing the Magazine Activity

Increases Your Hours

Would you like to put in a few hours in the service some afternoon or evening and bring the Kingdom message to the attention of hundreds or even thousands of people? All Theocratic publishers would jump at the opportunity, but they might wonder just how they could witness to that many people in so little time. The answer is easy. Here's how.

If you can stand on your feet for two hours at a time, you can accomplish the far-reaching witness mentioned above. Every publisher already taking part in the street witnessing with the magazines is doing that very thing; but how many are missing this excellent opportunity of reaching so many people in so short a time and with a minimum of effort? Reports show that the street witnessing with *The Watchtower* and *Consolation* is accomplishing a marvelous work.

A further aid to street publishers will be the new cover arrangement on *Consolation*. Magazine publishers can use the main subjects printed in large type on the front to announce the magazine to the people as they pass by.

Persons Become Interested Because of Activity

Many people we meet while going from door-to-door comment on our street advertising, and these remarks open the way for further explanation of The Theocracy and the placement of additional literature which would have been impossible were it not for the magazine work on the streets. Many persons will take a magazine or other publications from the publisher at the door, whereas they wouldn't from one on the street. In larger cities where hundreds of people live in hotels and highly restricted apartments, and cannot be reached ordinarily, the publishers can reach these people by taking an active part in the magazine street work. (See March 1940 *Informant*.) If it were only for the fact that we were keeping the names "Watchtower", "Consolation" and "Jehovah's witnesses" constantly before the people, the street witnessing would still be invaluable in its part of the "strange work". However, it is doing much more than that, and it is causing a wider gulf between the "rich man" and the "Lazarus" class.

Unlimited Possibilities

There are also unlimited possibilities in witnessing with the magazines in the route work because of the repeated calls made with persons manifesting interest in the Kingdom work. Continuous attention to these meek ones aids them to see the importance of learning God's instructions for man. Many back-calls may be arranged with such persons, and model studies started. Possibly the publisher could use his spare time each week in covering his territory with the magazines in order to build up a route and in this manner become thoroughly acquainted with all in his individual territory.

Many companies have found it profitable to build up routes in the business sections, in addition to the regular street work. The publisher visits each place of business and approaches the manager and clerks with the magazines, preferably at a time when they are not very busy, and then keeps track of those places where magazines are left. This is followed up regularly with each issue of the magazine, also working those stores where no previous placements have been made, in an effort to add to the route. The work should not be done in a haphazard manner, but the advertising servant should assign certain portions of the business section to each publisher for magazine work only, and these publishers will see to it that regular calls are made. Anyone not having an assignment must not work the business places, but confine his activity to the people on the streets.

Try this in your territory and increase your magazine placements.

Especially at this time, publishers can make many more opportunities for obtaining *Watchtower* or *Consolation* subscriptions by regularly engaging in the street work and in witnessing from door-to-door with the magazines in getting routes established. Where you find interested persons who are unable to subscribe, make note of them and include them on your magazine route. The better weather ahead will also be an aid to the Kingdom publishers as they go ahead with renewed zeal and determination to share in this blessed work.

It would be well for the company servant and the advertising servant to go over the activity of the company with respect to the magazine work and take steps to increase the distribution of magazines in the company territory by encouraging all publishers to have a regular part in street and route witnessing. This will mean more hours, placements, back-calls, model studies, and, finally, more people declaring themselves openly for Jehovah God and his Theocratic government.

INFORMANT

JULY, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N.Y.

Assembly for Worship

70,000 Expected at St. Louis

Thousands of Children Coming!

Everyone a Publisher!!

It is a joy to our hearts that the Lord has again arranged for the assembly of his people to worship Jehovah God in spirit and in truth. It is very manifest that the Lord is directing his people to assemble at St. Louis, and He undoubtedly has a great blessing in store for everyone who puts forth an effort to get there and share in the joys of the assembly.

On June 25 the Society mailed to all company servants a supply of the 16-page booklet *Assembly for Worship*. A copy of this booklet is to be given to each publisher, so that each may be fully informed of the details of the convention which are set out in this booklet and should be considered thoroughly by everyone of the Lord's people.

Children

On June 16 a letter was sent by the president of the Society to the consecrated parents who have minor children. Reports from many parts of the country show that all consecrated parents are putting forth a special effort to bring their children who are serving the Lord and honoring His name. It is noted, too, that a day, Sunday, August 10, is set aside as "Children's Day", and a special assembly of children is arranged, according to the program. And, most important, Brother Rutherford will be talking on the subject "Children of The King". From all the information that has been sent out it is quite manifest that there is a rich blessing in store for the children, and thousands of these young folks desiring to honor the Lord's name and having a keen appreciation of what is being done by the Lord in the earth at this time are putting forth every effort to come to this Theocratic Assembly.

Transportation

The Society has also furnished letters and, in the booklet mentioned above, details concerning transportation, and every company servant or brother appointed to look after transportation should look well to this part of the organization. Some sections of the country are arranging special trains. Many have ordered special cars and have reserved large sections on streamlined trains. Thousands upon thousands will be coming by auto, bus, trailer, truck, and every other means. The important thing, however, is for each company to arrange for as many persons as can possibly attend to get there. Zone servants and company servants in all areas will immediately cooperate one with another to see that the transportation of the brethren to the convention is properly handled.

Pioneers

These faithful brethren who are devoting all their time to the work of The Theocracy will be coming 100-percent strong. An identification card and letter setting out special privileges for the pioneers have been sent to each of them. They should be on the lookout for this letter if not already received.

Advertising

The work of the Lord's people since 1922 has been primarily 'Advertise the King and the Kingdom'. Much advertising by means of handbills, placards, posters, streetcar advertising, door-to-door witnessing, back-calls, sound-cars and large banners will be carried on in St. Louis and vicinity. Brethren should come to the convention prepared with their book bags, magazine bags, phonographs, and other equipment necessary for the carrying on of well-organized field activity.

Silk Screen Signs

Large companies that have silk screen equipment will be privileged to make banners for their cars to advertise the meeting at St. Louis. These can be mounted on cars before leaving, or, if it would interfere with driving, bring the signs along and put them on the car as soon as arriving in the vicinity of Missouri or St. Louis. It is suggested that every company or zone that has silk screen equipment make banners of the convenient size and furnish them to the company or to other brethren in the zone that request them. The wording of these signs made locally should be as follows. No one has the authority to make any changes.

Wording of signs for silk screen posters:

Hear

JUDGE RUTHERFORD

at

The ARENA

Saturday the 9th 3 p.m.

"COMFORT ALL THAT MOURN"

Sunday, August 10 11 a.m.

"CHILDREN OF THE KING"

All Persons of Good-Will Welcome

FREE FREE

You will note that the public meeting is on Saturday, at 3 p.m., and the subject, "Comfort All That Mourn." In arrangement of the sign special prominence should be given to THIS feature.

Undoubtedly there are many good sign painters in the various companies throughout the country, and they can design and work up a very beautiful and attractive sign for cars and buses they are using (if allowed to mount these signs on buses while traveling). The arrangement and colors of the design we leave to the discretion of each company, but the wording as set out above will be identical.

Any companies that have extra signs may bring them along to the convention, so that they may be put to good use. The expense involved in making these signs should be taken care of locally.

By the Lord's grace and under his direction, St. Louis and vicinity will have the greatest witness that has been given to the name of the Lord. 'The people shall know that Jehovah is God.' Knowing our commission of now aiding all the people of good-will, the publishers of The THEOCRACY will have great joy in again assembling with one another and receiving from the Lord's hands refreshing truths and having the great privilege of taking forward these truths to the people of good-will.

The Watchtower has brought to our attention, in the following words, that which we should all keep in mind:

"Throughout the entire earth the people now mourn and many are seeking that which would bring them comfort. Jehovah has commissioned His people to 'comfort all that mourn'. All who are fully devoted to Jehovah will be diligent to fulfill that divinely given commission. As the consecrated journey to and from the convention, and while there, each one should be diligent to render comfort to those who have a hearing ear, desiring to know of God's gracious provisions."

We are looking forward to seeing you at the Theocratic Assembly of Jehovah's witnesses, St. Louis, Missouri, August 6-10, 1941.

No. 4 Sound Equipment

Those who have the No. 4 Sound Equipment furnished by the Society and which equipmert is in good condition and working order, and who definitely intend to attend the assembly at St. Louis, please write the Society, Convention Desk, 117 Adams St., Brooklyn, stating the date you expect to arrive at St. Louis and whether you are willing to offer your equipment for use in public-address work on the grounds. Also state whether you will have competent operators with the car who will attend for the full five days. If, after you have written the Society, further information is required we shall write you.

More than 350 New Pioneers Enrolled During June

That sounds very good, doesn't it? But if we are to reach our hope for 7,000 American pioneers that number should be more than doubled each month for the next several months. We believe it will be done, by the Lord's grace.

The pioneer letter of June 16, 1941, has been mailed to all companies and zone servants for the encouragement of all Theocratic publishers. All have studied the series of articles on the Victory Song of Barak and Deborah and are rejoicing in the clear understanding of the same. This letter hits the high points and proves to all that you really can't afford not being a pioneer. It speaks for itself, and that is why we can't go into detail about it. You will understand what we mean when you hear it.

Fifteen minutes should be set aside in a service meeting during the month, for its careful study, and it should be carefully and clearly read at the close of a *Watchtower* study.

Can You Use a Few?

There are 10,400 copies of the 1940 *Messenger* in stock, which should be used as soon as possible. These can be used to a good advantage in back-calls and to convey to new interest the magnitude of the Theocratic Convention. This should be an inducement to have them come to St. Louis. These can be had at 1c a copy. It would be appreciated if the companies and pioneers would check up to see if a small supply could be handled by them, and include it in your order as soon as possible. We are sure that if all will do this the number of copies will soon be reduced.

Wash Your Bags

The demand for magazine bags has become great, far exceeding the number of magazine publishers in the country. This indicates that many publishers throw their bags away when the bags become soiled or dirty. This should not be done. Wash your magazine bags.

While the Society is glad to assist the brethren as much as possible by providing these instruments of warfare, these brethren who will not wash their bags are placing an unnecessary burden on the Society by demanding more bags. There is only a limited number of brethren at Bethel, and, with the various features of the Kingdom work that must be cared for there, the demand on their time is very great. If the brethren, therefore, will look after their bags and cut down on the orders, it will greatly assist. Of course, it is always proper to order magazine bags when needed.

Due to the increasing cost of material, commencing July first, the price of these bags will be 20c each.

Sound the Trumpet

Use Your Sound Equipment

Judges 3: 26, 27: "Ehud escaped . . . he blew a trumpet in the mountain."

This is our text for the month of July.

The Watchtower has revealed to us the significance of the Ehud picture. When one part of this picture was terminated, Ehud did not go away somewhere and lie down, but rather with great enthusiasm and vigor laid hold of the next feature of the work. Just preceding the sounding of the trumpet he had slain Eglon, fled to the borders of Israel, and immediately busied himself admonishing his brethren to further and greater service.

Jehovah's willing volunteers now have just finished the greatest *Watchtower* campaign to date, as outlined in another part of this *Informant*, and, instead of desiring to rest on their laurels, the true servants of the Most High are anxious to find out what is next in order for Kingdom service. During the month of July the offer to be presented to the people is *Religion* and one of the latest booklets, on a contribution of 25c. The sounding of the trumpet pictures the Lord, through his people, declaring to all those of his organization and the people of good-will their Kingdom responsibilities. Therefore the placing of the message in printed form in the hands of the people, the use of the phonograph and doorstep setup using the many records supplied us by the Lord's organization, and the publication of the Kingdom message with magazines and in other ways, are all a part of this work of trumpet-sounding that the Lord is now doing through his people. Let all his willing volunteers, therefore, joyfully continue to press the battle to the gate.

As outlined in the June *Informant*, each publisher should very easily place five of the book *Religion* during the month, and a large number of booklets. Where the people are unable to take the bound book and booklet on a contribution of 25c, drop to three booklets, on a 10c contribution. If the people are interested, but unable to contribute, then leave the *God and the State* booklet with them on the understanding that they are to read it, and try to make arrangements for a back-call.

Many of the brethren will, during the latter part of the month, be traveling to the convention. This should not unduly interrupt their Kingdom service. En route to the convention witness to and comfort all that mourn. Gasoline stations, restaurants, hotels, boarding houses and auto camps make excellent witnessing territory. Many of these places are not accessible to publishers generally.

The Watchtower says, concerning this portion of the prophecy: "This part of the prophetic drama, therefore, shows that God's strange work will be carried on in some part of the earth until the time for the beginning of the strange act, the battle of the great day of God Almighty." It seems to be the joyful prospect of the Lord's people in the United States and England to enjoy this great privilege along with all our brethren throughout the world. They are not slacking their hands. Let us, therefore, as Ehud did, utilize our deliverance by the Lord by accepting our responsibility, being witnesses to the glory of His name, and by participating in this campaign with all zeal and vigor.

Good News

The new 'trumpet' that was announced at the last convention, the vertical-type phonograph, is about ready for shipment. We are still held up because of failure of delivery of one part. But we hope to get a fair supply all ready for St. Louis. By the Lord's grace, we shall have them there for demonstration and be able to place quite a number with the brethren for use in the field.

"Willingly Offered Themselves" During May!

61,571 Publishers, New Peak

"Watchtower" Campaign Goes over the Top!!

Although the month of May was not a special testimony period for the Lord's servants, his faithful witnesses went forward under the Scriptural admonition, "willingly offered themselves" (Judges 5: 2, 9), and, by the grace of the Most High, reached a new all-time peak in the number of publishers in the field during any one month. The total for May was 61,571 publishers. What a fitting climax for the final month of the *Watchtower* Campaign!

Both pioneer and company publishers reached a new high, thus making the new peak 61,571. Company publishers totaled 57,616, which is the first peak in publishers since the mark made in June, 1940. The pioneer record was 3,955. The placement of books and booklets for May 1941 was 113,067 books and 1,280,759 booklets, to compare with 109,729 and 1,025,222 for May 1940.

World-wide "Watchtower" Report

This, however, is not all. The total number of subscriptions received during the entire four-month campaign was 131,025 for the United States and England, which is an all-time high for a *Watchtower* campaign. Of this grand total, 65,286 were received in the Brooklyn office between May 1 and June 15, which means that in the last month of the campaign this year the Lord's ambassadors in both countries obtained more subscriptions than they did during the entire four-month campaign last year. 65,016 subscriptions were received in 1940.

Surely Jehovah, the Great Theocrat, is with his people and richly blessing the efforts of those who seek to worship him in spirit and in truth. Every publisher of the Kingdom will readily agree that man alone could never accomplish such a work, but that Jehovah through Christ Jesus made it possible that his people who "willingly offered themselves" could perform this outstanding service.

It is very gratifying to note that the previous high of 129,659 for *Watchtower* subscriptions was reached in 1939, when the work still had a free course in Australia, Canada, New Zealand, the Far East, and continental Europe. This year there was no report from these countries, and yet the Theocratic publishers of the United States and England obtained nearly 2,000 more subscriptions.

All servants of the Most High God will, by His grace, continue to advance and increase their Kingdom activity while the opportunity is yet ours. With the Theocratic Convention just ahead, each publisher should be greatly encouraged to go forward during July and August aiding new ones in the field service with the hope of bettering the mark of 61,571 publishers.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	55,039 Jun '40	3,877 Feb '41
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

		MAY 1941		MAY 1940	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	57,616	16.3	2.9	16.9	2.9
Pio.	3,955	119.3	21.3	122.8	19.9

"Pure Language" Testimony Period

August Work Starts Off with Convention

Get Orders for Literature In Early

Today the people of Jehovah, devoting themselves to the interests of the great THEOCRATIC GOVERNMENT, are a people with a pure language. The law of Jehovah is written in their hearts. They are blind to everything except The THEOCRACY, knowing that the only thing worth while is to look well to the interests of that government, which will progress and expand and fill the whole earth, and all the enemies of Jehovah will perish. Although during the month of August much time will be taken for travel to and from the convention, nevertheless to redeem the time no opportunities should be allowed to slip by without giving a witness. Therefore be well prepared to do as much work as possible en route to and from the convention.

Be sure to take along a good supply of magazines for distribution in the business places whenever possible. When you can, use the phonograph.

Offer

The offer during this testimony period will be the same as that used in July; that is, the book *Religion* and one booklet, on a contribution of 25c. Those who cannot afford to take that should be offered three booklets, on a contribution of 10c; and, if they cannot contribute 10c, then drop to one booklet, on any contribution they can make, or free, if they cannot contribute but promise to read.

Equipment

We shall continue using the phonograph, with a record of your choice—BY DOORSTEP SETUPS. Be sure to have a sufficient quantity of literature on hand for the month of August. Each publisher should place at least five books during this testimony period. From August 1 to 20, no orders will be shipped out from the factory and no mail answered. Please refrain from writing and ordering literature until after August 20. Place your orders for supplies NOW, and this will give us time to ship them out before August 1.

However, send in all new and renewal subscriptions for *The Watchtower* and *Consolation*, and your July field service report, so that these will be on hand for immediate attention. All the ambassadors of The THEOCRATIC GOVERNMENT now look with joy and eagerness to the St. Louis Theocratic Assembly, and with a determination to do with their might what their hands find to do. This is the day of Jehovah, and 'He has turned to His people a pure language, that they may all call upon the name of the LORD, to serve him with one consent'. —Zeph. 3: 9.

Advice

In a good many states there are provisions for requiring one who is violent and threatening others and attempting assault and injury, to make and post a bond called a "peace bond" to assure the public that he will not breach the peace and assault those he has previously threatened and others. Where individuals, either singly or in form of mobs, have threatened the brethren, it might be advisable that the brethren apply to the local justice of the peace or magistrate and ask that the one so threatening them be required to place or post a "peace bond".

In cases where repeated arrests occur and after request the officials do not discontinue such arrests of publishers, we suggest that written notice be served upon all the officials of the county and city government concerned, to the effect that in event the statutes and ordinances under which Jehovah's witnesses have been prosecuted are held unconstitutional by the higher courts, those arrested will bring damage suits against the officials to recover damages for such false arrests.

Also, in many states there are laws that provide that if the county and city officials are notified of threatened mob violence and are requested to afford protection and if after such request has been made to them in writing and they refuse to protect, and one is injured, the person thus injured can collect damages in the amount suffered, not to exceed a certain amount.

The brethren might, with local attorneys, check into what the law is in their respective states, and if there are any such laws the brethren can use them as above suggested, in the event there are threats of violence.

However, this, as to bringing of damage suits, does not change the Society's policy stated in the booklet *Advice for Kingdom Publishers* with respect to steps to be taken. A letter or notice may have the effect of causing the officials to discontinue such arrests.

New Publications

Salvation: Italian, Greek.
Face the Facts: Cebu-Visayan.
Uncovered: Ilocano.
Government and Peace: Slovak.
Refugees: Ukrainian.
Conspiracy Against Democracy: Greek, Italian, Chinese.
Theocracy: Portuguese.
Riches: Tagalog.
Religion: Spanish.

INFORMANT

AUGUST, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N.Y.

Have You Enrolled as a Pioneer?

You Can Start After Convention

During the last few months several hundred new publishers have enrolled for full-time Theocratic service, greatly increasing the pioneer ranks, but yet we do not have 5,000 in the United States alone. Our goal is 7,000! Can we do it?

Have you carefully considered your opportunities to become a full-time ambassador for The Theocratic Government as did the men and women whom the apostle enumerates in the 11th chapter of Hebrews? Have you carefully considered his next-spoken words, in chapter 12, verses 1 and 2?—"Wherefore seeing we also are compassed about with so great a cloud of witnesses, let us lay aside every weight, and the sin which doth so easily beset us, and let us run with patience the race that is set before us."

There is no doubt that many have given some consideration to this matter in the past, but how many have reconsidered this vital issue in light of recent *Watchtower* articles? To every true servant of Jehovah, whether of the anointed or of the "great multitude", the above text means much more today than ever before, and the faithful servant appreciates that the days are limited in which one may give full-time devotion to the Kingdom service.

The Lord has revealed that these weights include everything that retards, prevents or hinders one in advancing the interests of The Theocratic Government. The term "religion", "the sin which doth so easily beset us," is not limited to the worshiping of other gods or practicing formalism, but includes all things that interfere with the announcing of the Kingdom message.

Do you have some weights that you can now lay aside, enabling you to enroll as a pioneer? If you have no weights at all and have not enrolled, what is keeping you from sending in for your pioneer application immediately? No individual can tell you how many of these weights you can completely lay aside or which ones you can adjust so that you can run the race, but the matter is between you and the Lord, as stated in Psalm 26:2: "Examine me, O Lord, and prove me; try my reins and my heart." Upon a careful and prayerful consideration of pioneer service, it may be that many of your previous weights can be done away with and others altered, thus giving you the opportunity to make application as a pioneer, a full-time publisher, that is, one who can devote 150 hours or more a month in advertising the King and the Kingdom and aiding the "other sheep" of the Lord to find the only means of safety.

To be a pioneer does not mean that you must throw over everything, get a car and a trailer and travel all over the country. You can work right at home. The time element is the first step to consider; and if you can devote 150 hours a month to the Kingdom work, then the other determining factors should be easily arranged. Recent pioneer instructions pointed out that it is best for pioneers to stay in the same assignment of territory rather than move from place to place. This means that whether you have a home and family, or whether you are staying with parents or relatives, you can still enroll as a pioneer.

There is a continual need for more pioneers in all sections of the country, and at present a great number of companies need pioneer assistance. Pioneers are the backbone of the companies, doing a great amount of work in building up the interest in the territory and aiding new publishers with the phonograph, back-calls, model studies, and magazine work. Now is the time to take advantage of every opportunity to engage in the pioneer service. We are confident that Jehovah's richest blessing will be with every publisher as he takes definite action to enroll as a pioneer. Write at once for your pioneer application or begin to enjoy the blessings and privileges of full-time service at the Theocratic Assembly.

75,000 Coming to St. Louis!

Every Mode of Travel Being Used

Tremendous Preparations Under Way for Theocratic Assembly

Extraordinary Witness to Be Given

If expressions in the mail of appreciation, and what they are going to do, and who are coming to St. Louis—are any indication of what is going to happen in St. Louis, then we can say that 75,000 persons, from all parts of the United States, will be there to share in this assembly for worship. The 1941 Theocratic Assembly of Jehovah's witnesses promises to be the greatest assembly ever on earth of the servants of the King. Information comes from every part of the country that "we are bringing our children".

Transportation

From the New England states special trains will be coming. From the west they report getting special buses and equipping them for traveling a long distance. In the eastern states thousands have made reservations on the streamliners. Thousands upon thousands of automobiles will be filled up by "all publishers", and they will soon be rolling to St. Louis. Zone servants and company servants everywhere are co-operating one with another, making it possible for our brethren to attend. It is a joy to our hearts to see the unity of action on the part of everyone.

Theocratic Field Activities

Everyone at the convention who is not engaged in some other activity that must of necessity be done to keep the convention moving should spend some time in the field service. There are many fields of activity, such as door-to-door witnessing using the phonograph, magazine work on the street corners, information walkers, distributing handbills advertising the public meeting, sound-cars, working rurals, witnessing in business territory, and inviting everybody to come to hear the lectures "Comfort All That Mourn", on Saturday, and "Children of The King", on Sunday.

Come prepared with magazine bags and witnessing cases. The magazines to be used are *The Watchtower*, August 1 issue, and *Consolation* No. 571. Both of these magazines have special notices of the convention activity and should be used exclusively in the field work in St. Louis and vicinity. If you receive your issue of each before coming to the convention you can bring them with you and place them on the way. Other supplies can be obtained in St. Louis.

Volunteer Service Booth

Many of the brethren who are physically able will want to work in the cafeteria, bookroom, dish cleaning, refreshment stands, or other places where work needs to be done. It is expected that more than 3,000 volunteers will be required. Only those who can do hard work for the duration of the convention should volunteer for this service by registering at the Volunteer Service booth. If any can work in the cafeteria it would be well for them to bring with them clean aprons or other apparel that would be convenient dress for dish collecting or dish cleaning, having in mind the work for which they desire to volunteer. All zone servants are requested to report to the Volunteer Service booth, and they will be assigned to a work already designated by the Society.

"New Pioneers"

Numerous letters have been received at the office from the brethren saying that they are going to sign up for the pioneer work at the convention. A special booth will be opened for this purpose. Look for the banner "NEW PIONEERS". Already 4,400 pioneers are signed up and working in the full-time service, and it is expected that by the end of the convention our grand total will be over 5,000. Will *you* be a pioneer by the end of the Theocratic Assembly?

Tremendous preparations are under way to make this the most blessed assembly you have ever attended. The rooming committee is working day and night to add to your comfort. Up to the 15th of July over 10,000 persons have written for accommodations, and each day's mail now brings from 1,700 to 2,000 requests for rooms.

All the servants of the Lord are praying for and looking toward the Theocratic Assembly of Jehovah's witnesses.

Book Study Organization

Is Your Company Well Organized?

By this time each company should have its territory well organized for book studies. Book studies should be accessible to the people of good-will throughout the assignment. The majority of the companies started this arrangement going after the matter was called to their attention in the November, 1939, *Informant*, and have had excellent results both in the development of the Kingdom interests and in caring for the people of good-will in their area.

Companies that do not have their territory thoroughly organized for book studies should get busy on this immediately. Arrange for book studies at strategic points throughout the territory accessible to a reasonable number of publishers and the people of good-will. Have the study conductor look after the Kingdom interests in that area. He should be given the assignment of territory adjacent to the study, a list of the back-call names in the area, and of model studies and publishers. He would be responsible for supervising the activity in that particular section from that time forth, under the supervision of the regular company servants, of course. He would have one night for his study, then arrange for an evening for back-call work, and time for regular witnessing and magazine work and generally developing the interest in the entire area, working all new interest from back-calls and model studies into the book studies, and also directing this new interest to attend the general headquarters *Watchtower* study and service meeting.

The fall is the best time of the year for this type of service.

Two New Peaks Reached

"Theocratic Ambassadors" Testimony Period Marvelous

Jehovah Pours Out Rich Blessing

In June 1940 we reached a new peak in publishers, just passing the 58,000 mark. In June 1941, the "Theocratic Ambassadors" Testimony Period, a new all-time peak was reached of 64,302 publishers engaging in the witness work in the United States alone. Two new peaks were established in which all the publishers are interested, namely, the new peak of company publishers, 60,055, and a new peak in full-time publishers of 4,247. (This includes the pioneers, special pioneers and zone servants.) This should bring joy and delight to the hearts of everyone who had a share in this grand and glorious work.

Hours

Not only have we reached the greatest number of publishers in the field at any one time, but the company publishers reached a new high this year in the average hours in the field. Their previous high for the year was 16.3, last month, but in June they averaged 17 hours. We are still behind the all-time peak of June 1940, when the company publishers averaged 20.3 hours during the month; however, the greatest month of witnessing for the King and Kingdom was June 1941, because this can be measured only in hours in the field, and the grand total of hours spent in witnessing was 1,529,621. This undoubtedly will bring much joy and gladness of heart to every participant, knowing that they shared in the singing of praises unto the Most High, Jehovah.

Bound Books

The witness to the Kingdom can be best appreciated by the number of hours put in the field work, which shows a marked increase over any other time, but it can also be tangibly measured by the amount of literature placed. The "Theocratic Ambassadors" Testimony Period was a month for bound books, and during this one month 64,302 publishers placed in the field 626,692 cloth-bound books. This large total was greatly aided because of the special offer of three bound books on a contribution of 35c. We rejoice that the literature was placed in the homes, where it will be read and will bring comfort to those that mourn.

New Peak

There are still three more reports to be compiled, July, August, and September. Every one of the publishers who is serving THE THEOCRACY is anxious to know when our quota or peak for 1941 will be reached, namely, 70,000 publishers in the field in one month. With the steady increase of publishers as from January, 1941, when there were 50,744 in the field, up until June, when 64,302 were in the field, it will not be long until the 70,000 quota is reached, we firmly believe. We look to August, the "PURE LANGUAGE" Testimony Period, for this "new peak" month in which the Lord will pour out upon His people His rich blessing. We are all praying for and looking forward to the Theocratic Assembly of Jehovah's witnesses.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	57,616 May '41	3,955 May '41
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

	JUNE '41		JUNE '40	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	60,055	17.0	3.1	20.3	2.3
Pio.	4,247	119.1	22.3	125.2	16.4

Your Magazine Work

The magazine work should be participated in consistently by all publishers. Many people who do not obtain the magazines on the streets, for various reasons, are pleased to procure copies when the publishers call in the house-to-house work. Therefore no one should become discouraged if he places but one or two copies every time he goes out. Every company should continue to keep a good supply of both magazines on order and take care of their magazine account with the Society.

ROUTES: These seem to have been neglected by some. When you engage in the evening work, why not take along a few copies of *The Watchtower* and *Consolation* and explain the route arrangement to people who show interest? Place copies wherever possible, and keep a record of the addresses. When the next issue is ready for distribution call again. Also take note of the interested in your regular witness work and put them on your magazine route.

Each company, therefore, should get thoroughly organized now, so that from September 1, at the very latest, their organization in this respect will be working smoothly in caring for all features of the Kingdom interest.

Vertical-Type Phonograph

The vertical-type phonograph introduced and demonstrated at the Theocratic Convention last year has been held up in production, due to the difficulty in obtaining necessary materials for its manufacture. Finally we have been able to secure a small supply of all the parts required, and we are manufacturing now. It is hoped that we shall have a supply at the St. Louis assembly, which the brethren may obtain upon the contribution of $12. It is suggested that no orders be sent in to Brooklyn until after the convention. Orders will be filled in the order in which they are received, and remittance must accompany all orders. Records are not included with the machine; so order your requirements. It is very interesting to note that this announcement can be made during the month of July, for which the calendar text is Judges 3:26, 27. Let us unitedly "sound the trumpet".

70,000 Publishers! When?

Some Interesting Facts

The fiscal year 1941 is almost over; only two more months, August and September, left and we have not attained to our peak of 70,000 publishers. There does not seem to be any good reason why we should not have that many publishers in the field. There are 80,515 different individuals associated with the companies; there are nearly 4,500 pioneers, zone and regional servants; there are over 50,000 good-will people attending model studies; all of which makes a grand total of over 135,000 people. Surely there should be 70,000 publishers among all of these!

During the next two months undoubtedly the Lord is going to bestow a great blessing upon His people. Everyone who loves the Lord will want to show his appreciation of this, and the least we can do to show our appreciation is to devote some time to the Lord's Kingdom service. This can be done despite the fact that coming to, attending and returning from the convention will to some extent interfere with the field service of many. However, the impetus and blessing that will be attained at the convention should more than offset that. This divergence from the regular routine may be accepted as a special opportunity to witness to different people and under different circumstances en route. Witness to everybody you have occasion to talk to or do business with, in hotels, restaurants, auto camps, filling stations, in fact, everybody. Keep track of the time and report it through your local company servant, for August.

Everybody should be a publisher now, young and old, great and small. If you do not return home before the end of the month, mail your report to your company servant so that he can include it in his report for the month. Let our slogan be "Everyone a publisher, and 70,000 publishers for August and September".

During the current year there was a very steady average maintained. We have continued with over 60,000 publishers a month for the past several months, which shows a steady consistency on the part of those who are actively engaged in the Kingdom service now. These ranks should be definitely augmented with new publishers from August on.

"Pure Language" Testimony Period

Convention Tops the Month

Your Literature Should Have Been Ordered by This Time

The people of the Most High God, Jehovah, are now in the day when, as commanded by Him, they must put forth a supreme effort in publishing the Theocratic message. A recent issue of *The Watchtower* clearly sets out the obligation resting upon the shoulders of the Theocratic ambassadors. It states, "Today the Lord is gathering unto himself his 'other sheep', that is, those who love righteousness and who hate evil. To such the instruction comes from God's Word, and is given to such sincere ones: 'For he that will love life, and see good days, let him refrain his tongue from evil, and his lips that they speak no guile: let him eschew evil, and do good; let him seek peace, and ensue it.' (1 Pet. 3:10, 11) That rule applies both to the remnant and to the 'other sheep' of the Lord. . . . The wise man does not desire to follow his selfish inclinations. . . . He will look up to the Lord for his guide, shield and protection. He will have his mind and heart set upon the Lord and be praying at all times that he may be guided in the way of righteousness." Thus it is seen that all must serve the Lord unitedly with a "pure language".

Our work for the month of August begins with the convention. Each publisher should be prepared and equipped to give a witness at every opportunity on the way to and from the convention at St. Louis. All should therefore be on the alert, keep a good record of the time and placements made en route, and, as promptly as possible, turn in their reports to their company servants.

Offer

The offer will be the same as outlined in the July *Informant;* that is, the book *Religion* and one booklet, on a 25c contribution. From that offer drop to the three-booklet combination, on a 10c contribution, if they are unable to take the book *Religion*. Those persons who cannot afford either of these combinations should be left a booklet on any contribution they can give, or free if they cannot afford a contribution but promise to read. Something should be left in every home, if possible. Leave a *Kingdom News* or meeting announcement folder where the people do not take any of the books.

Equipment

For this Testimony Period all companies and pioneers should have already sent in their order for what stock of literature they will need, as instructed in the July *Informant*, as the factory will be closed from August 1 to 20. Use the phonograph with the "Message of Hope" record and the doorstep setup.

Back-Calls

As has been stated time and again, this phase of the work cannot be overemphasized. It would be well to occasionally review the article "Back-Calls and Model Studies" appearing in the April (1941) *Informant*. Publishers already engaged in back-call and model-study work and pioneers working in company territory should endeavor to do all that they possibly can to assist all the other publishers in the company to regularly engage in this important work.

Rural Territory

All companies should carefully plan and see to it that their rural territory is thoroughly covered, and all interest found should be followed up and taken care of as efficiently as possible, by groups or otherwise. Pioneer publishers working in conjunction with companies should cooperate in this respect, and assist in every way possible in working the rural territory. The convention will fire up the zeal of all the Lord's people and give greater strength and joy in the fight for The Theocracy by lifting high the banner of truth against the wicked elements that are now destroying the earth. Now the covenant people of Jehovah have 'one language', and it is pure; they have a clear vision of the great Theocratic Government, which is the only hope for the people, and they have the instruments of warfare the Lord has provided through his organization; and the obligation rests upon each one of them to put on the full armor and fight, as the Lord has commanded in his Word. Will the "PURE LANGUAGE" Testimony Period bring to the fore an even greater army of willing volunteers singing the praises of Jehovah, the Almighty God?

INFORMANT

SEPTEMBER, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N. Y.

"Lightning-War" Testimony Period

Another Year Begins October 1

Publishers Will "Put On More Steam"

"New Work" Should Be in Full Swing

Make It 350,000 *Children* in One Month

During the St. Louis convention the reality and prominence of The THEOCRATIC GOVERNMENT was continually kept before the minds of the Lord's people. Its supremacy, its privileges, its obligations and its ultimate victory were the theme of the convention throughout, from Brother Rutherford's opening remarks in his talk on "Integrity", Wednesday afternoon, to his almost closing statements Sunday evening when he said, 'I want to ask you now to go back to your respective parts of the land and put on more steam. You work eight or ten hours behind a plow or you run a gas station or you feed the pigs or do something else; and when you go out in the service, don't think you can quit after three or four hours and sit down and rest the balance of the time. Put in all the time you can. We know how to speak the glad tidings of the Kingdom, and the Lord is going to keep the door open in America as long as He wants it open; and when the work is done He is going to let the Devil stop it."

It was a "lightning-war" convention from the beginning to the end. In Brother Rutherford's opening speech, which was really the keynote speech of the convention, the absolute need of the Lord's people maintaining their integrity at any cost was clearly presented to all, and the vast audience grasped this point immediately and responded enthusiastically.

The Lord Arranged It!

Almost a year ago the Lord through his organization made arrangements for the "LIGHTNING-WAR Testimony Period" in October and informed his people of it through the Calendar. At the time we did not know why, but now we can appreciate the Lord's purpose in arranging for this period in October. In the Devil's arrangement "lightning-war" is always destructive; it brings misery and death to all who have anything to do with it. In Jehovah's arrangement "lightning-war" is enlightening, comforting and life-giving to all creatures of good-will and destructive only to religion and to creatures and things that are unrighteous and wicked. This was very effectively demonstrated in Brother Rutherford's speech on "Integrity", Wednesday afternoon, and throughout the entire convention. Through him the Lord clearly revealed that Jehovah's "lightning-war" will result in the destruction of the "Axis Powers" and all other totalitarian institutions opposed to God, but will be a source of comfort and blessing to all people of good-will, and that this very thing that is destructive to evil factors will itself be a blessing to those who love righteousness. Some pertinent points in this connection which were brought to our attention at the convention are:

The entire speech on "Integrity" was a "lightning-war" against indifference, carelessness and negligence amongst those who have taken their stand on the Lord's side, and was enlightening, comforting and inspiring to those who are determined to faithfully serve the Lord at any cost.

Brother Rutherford's Friday afternoon speech was similarly enlightening to the Lord's people, particularly his treatment of Isaiah 62: 10 showing how pioneers and all the Lord's people now must "go through, go through the gates; prepare ye the way of the people; cast up, cast up the highway; gather out the stones; lift up a standard for the people". His elaboration on this text clearly revealed how the Lord's people are to joyfully participate in the fulfillment of this text now, and how that very fulfillment will result ultimately in the destruction of the enemy. Specifically referring to this, Brother Rutherford opened his remarks with, "Well, it should refresh everyone's heart to greet a company of real fighters that are not only willing to fight but to fight for the greatest thing that has been known or ever will be known, namely, the great Theocratic Government, and the weapons with which you fight are not carnal but they are mighty to the pulling down of strongholds. I imagine as this company goes about the streets today they are making some of the 'old woman' mighty sick. I mean that part of the 'old woman' that wears flat hats." This was enthusiastically received, and another point, when he referred to the enemy and said, "These unscrupulous things that walk on two legs try to induce the fanatics to go out and break up your cars, burn your literature and rob you and castrate some of you, which they have done. We serve notice upon such now, once and for all, that those who love the Almighty God and the Lord Jesus Christ and who have undertaken to serve Him are not deterred by any of the Devil's works that these enemies try to do."

A "Lightning Attack"

Another "lightning attack" was in Saturday's talk on "Comfort All That Mourn" enlightening the Lord's people on Daniel the 11th chapter, clearly revealing from the Scriptures who "the king of the north" and "the king of the south" are and the ultimate end of totalitarianism, and the great privilege that belongs to the Lord's people now to comfort all those who mourn because of the oppression by the Devil through these totalitarian organizations. These revelations from the Lord were a source of great comfort and inspiration to His people present, and inspired everyone to such an extent that when 500,000 copies of the lecture were released at the conclusion of the meeting and passed out free to all present, 10 copies to each publisher, with instructions to go out immediately and place them in the hands of the people, this commission was accepted and within a few hours they were all back again with practically all of their booklets disposed of.

Sunday's "lightning-war" against the enemy and for the comfort and illumination of the Lord's people is indescribable in human language. The assembly of the children of the King, particularly the little ones gathered in The Arena, and Brother Rutherford's speech on that subject, and which appears in the September 1 *Watchtower*, affected everyone present. Those of the anointed could clearly see themselves as the generation who are to declare the purpose and judgments of the Lord to another generation, those people of good-will and children of the King, and even the youngsters present could clearly see themselves referred to in the scripture where the Lord says that He was going to 'perfect praise out of the mouth of babes and sucklings'. Then, when Brother Rutherford put the question, those 15,000 children assembled unanimously responded stating they had fully consecrated themselves to the Lord and were determined to serve Him from that time forth. That was a declaration of war against the enemies of The Theocracy by these youngsters which will make itself felt from now until the end of Armageddon.

The effect of this "lightning-war" on the enemy was definitely pronounced, particularly when Brother Rutherford emphasized the fact from the Scriptures that the Lord would not permit the long-skirted religionists or anyone else to interfere with these youngsters' fulfilling their covenant with the Lord, and that if indifferent and negligent parents refuse to properly provide for the children those things of the Kingdom they should look to some other source for it, particularly to the prophet Daniel and his associates, whom we might expect "'most any day" and with whom they are to get in touch and receive instruction. The responsibility of the parents toward their children now in properly instructing them, taking the lead and directing them in the field service, was another bright flash in this "lightning-war" resulting beneficially to those who faithfully adhere to it, and destructively to those who are indifferent toward it. These are only a few of the many flashes from the temple of the Lord in this great "lightning-war" that the Lord is now carrying on illuminating his people and foretelling the ultimate destruction of the enemy.

What a Witness!

The response of the brethren at the convention was marvelous. Over 46,000 were regularly in the field service putting on the greatest advertising campaign ever. They were found witnessing on the street corners, in the stores, house-to-house, in the streetcars, railway trains, buses; and every conceivable place where the public assemble there the representatives of The Theocracy were found publishing the Kingdom message, placing literature with the people and advertising Brother Rutherford's Saturday and Sunday speeches. And, in addition to these 46,000 field publishers, over 8,000 brethren served as cafeteria attendants, ushers, bookroom attendants, service department attendants, traffic policemen, doctors, nurses, cashiers, checkers, trailer camp attendants, and in every conceivable way to make the convention a success to the glory of the Lord, all indicating the illuminating and energizing effect the "lightning-war" had upon those in attendance, who were determined to maintain their integrity before the Lord.

Therefore the convention was the beginning of the "lightning-war" campaign; for during and immediately after it half a million copies of *Comfort All That Mourn* were left in the hands of the people of St. Louis, and now we are privileged to carry forward this campaign with greater impetus and on a nation-wide scale from October 1. The keynote of this campaign was struck at the convention, and a terrific opening barrage fired into the ranks of the enemy there, but this campaign is not limited to the St. Louis area, by any means; it is nation-wide and world-wide as far as it is possible to get this message to the people.

At the convention the Lord provided his people with new weapons for the conducting of this "lightning" warfare—the book *Children* and the booklet *Comfort All That Mourn*. These are the instruments to be used. Words are entirely inadequate to describe the power and effect of these two instruments for accomplishing the Lord's purpose. You who have read them can appreciate how true this is. *Children* and *Comfort All That Mourn* are going to have the same effect upon every person of good-will who reads them as they have had upon you, but in order for these people of good-will to get the beneficial results from this literature it must be placed in their hands. That responsibility the Lord lays upon his witnesses; it cannot be side-stepped, and undoubtedly no one wishes to side-step it. It must be accepted joyfully. This is a very grave responsibility. The time is short. The work

(*Continued on page 2, column 3*)

70,000 Publishers — 7,000 Pioneers

U. S. Publishers Quota Not Yet Reached

More Children Expected to Report Field Service

702 New Pioneers Signed at St. Louis

JEHOVAH greatly manifested his favor toward his people at the Theocratic convention at St. Louis, Mo., August 6-10. In spite of everything the Devil and his agents could do to stop it, the Lord assembled over 115,000 people at this assembly; by far the greatest gathering of the Lord's people ever held on earth.

What are we doing to show that we appreciate the momentous events the Lord is now causing to come to pass? There are over 80,000 different individuals associated with the companies in this country, and over 50,000 more attending model studies. Can there be any legitimate reason advanced why we should not reach at least our 70,000 peak of publishers during the month of September, with potential publishers of almost twice that many to draw from? If we do not reach our peak in September we shall have failed to reach it this year: September is the last month of the fiscal year.

It pleased Jehovah to clarify certain points bearing upon this consideration at the convention. The outstanding points were: that the primary issue is world domination by Jehovah as challenged by the Devil; the absolute requirement to maintain our integrity toward God; that Armageddon is very close; that all who will obtain the Lord's approval and protection must obtain it before Armageddon. The only way this can be done is by faithfully obeying God's requirements. Faithfulness is demonstrated in obedience to the Lord's commission to his people now to publish this gospel of the Kingdom. In view of these facts, the large percentage of the 130,000 persons associated and attending model studies who are not participating in the service regularly should give very serious consideration to the words of the prophet Elijah to an undecided Israel, which words were: "How long halt ye between two opinions? if the LORD be God, follow him: but if Baal, then follow him." (1 Kings 18:21) We have arrived at a point where we must decide what we are going to do about our Kingdom responsibilities.

Responsibility

15,000 children at The Arena on Sunday morning, August 10, had no difficulty in deciding where they stand on this great issue. They unanimously declared that they had made a consecration to the Lord and were going to serve him from that time forth. These children will not be denied, and Brother Rutherford emphasized the fact that anyone who tries to stand in their way must answer to Jehovah; that He will not permit long-skirted religionists to turn them aside. The parents of these children have a great responsibility, much greater than they had prior to this convention. They must set a proper example for the children, lead them into the field and help them to understand their privilege and their obligation to Jehovah's Theocratic King. This decision must now be made before the Lord.

Let your September activity in the field service be your answer to this question; then continue faithfully thereafter to serve The Theocracy.

How about those 7,000 pioneers we were looking for? We are headed in that direction and it is still possible. Over 700 new pioneers enrolled at the convention. Many more were seriously considering the pioneer service during the convention and went home determined to make arrangements to that end. Undoubtedly a large percentage of these have reached their decision by now. If you have, send in immediately for your application and get enrolled and see if we can, by October 1, reach our goal of 7,000 pioneers.

Many of the pioneers have children whom they are obligated to take into the field service with them and show them how they can properly serve the Lord and advance the Kingdom interests. Those children of pioneers who are not enrolled may turn in their reports to the company when they are working in conjunction with some local company organization. When pioneers are working in isolated territory the children's report should be sent in on a regular publisher's report slip accompanying the pioneer's own report. These reports will be assembled and included in a miscellaneous report that will appear each month. In this way all those who are hailing the King, publishing the Kingdom message, will be properly reported.

(*Continued from page 1, column 4*)

to be done is great, but the Lord's strength will be sufficient for those who put forth the effort.

It seems wise here to call to mind the fact that in the 33d chapter of Ezekiel the Lord emphasizes the fact that if the people are not warned and are taken away in their iniquity their blood will be required at the witnesses' hands. Therefore this great privilege must be accepted with diligence and sobriety.

The New Year

October is the beginning of the Society's fiscal year, and in every respect the best month of the year for house-to-house witnessing whether you live in the city or in the country; weather conditions and roads and every other thing necessary to make witnessing ideal is at its best. There is no good reason why we should not have at least our peak of 70,000 publishers participating in the field work during the month of October. In fact, we have every reason to expect a great many more. Let each one prayerfully consider his obligation toward the Lord and start the fiscal year in October 1941 by wholeheartedly pushing this campaign to the glory of the Lord and the advancement of the Kingdom. By October everyone will have a thorough knowledge of the book *Children*, will have considered the Study Course, will understand how it applies, and will cooperate with the people of good-will in enabling them to understand and appreciate these great truths that are now coming to them. The book *Children* and booklet *Comfort All That Mourn* will be placed with the people on a contribution of 25c. If for any reason this combination cannot be placed, drop to a three-booklet combination on a 10c contribution, or leave the booklet *Comfort All That Mourn* with them on any contribution they are able to make, or free if they are interested and cannot afford to contribute. In all cases take the name and address and arrange for a back-call.

Let us make this campaign everything that its name implies, "LIGHTNING-WAR." "Lightning" carries the thought of light, speed, comfort and fearlessness. Let these thoughts impel us to a very intensive campaign to the glory of the Lord during the month of October. Let us make a lightning distribution of *Children*. We should have at least 350,000 bound books placed in the homes of the people, and a like number of the *Children* Study Course sent out, by the end of this campaign. More than 700,000 copies of the new book *Children* will have been shipped and made available to companies; so let's make it a "LIGHTNING-WAR" Testimony Period indeed to the praise of Jehovah of Hosts.

"Magazine Work" to Be Stressed in Sept.

Both Old and Young Should Share in Street Distribution

Among the many outstanding facts about the Theocratic Assembly in St. Louis was that more than 45,000 *Watchtower* and *Consolation* magazines were placed with the people. The supply brought from Brooklyn was gone before the second day of the convention closed; thus showing the important part the magazines played during the five-day assembly. Thousands upon thousands of magazine publishers covered every street corner in St. Louis and near-by cities.

Our September work according to the Calendar is "Magazine Work". Now is the time to thoroughly and regularly cover the local territory and fulfill the scripture at Proverbs 1:20: "Wisdom . . . uttereth her voice in the streets." This does not mean that we will let all the other phases of the Kingdom activity drop during September and do just magazine work, but rather it means that the Lord's faithful servants will put forth increased effort and spend more time than ever before in the "Magazine Work" in addition to our regular door-to-door witnessing with *Children* (if you have your supply) and back-calling.

Children of all ages are encouraged to have a big part in the "Magazine Work" as well as the older publishers. The more publishers on the streets at one time, the greater the curiosity and demand for the magazines. By consistently pushing the "Magazine Work" a uniform number of magazines can be placed, and, of course, increased as the street and route work advances. All companies should order a standard supply of each issue and place them all, rather than changing the amount every two or three weeks. Don't forget the magazines in your door-to-door witnessing.

Recent *Watchtower* articles, such as "The Wise", "Integrity," and "Children of the King", should give every true servant of the Lord a burning desire to get this information into the hands of the "other sheep". Remember the forthcoming articles on Daniel's prophecy, which Brother Rutherford told us would appear in *The Watchtower*. These are of great interest to everyone at this time.

The September 15 issue of *The Watchtower* will carry a convention report, and this should be placed in the hands of as many persons as possible—all those listed for back-calls, people who take the magazine on the streets, on the magazine routes, in store-to-store work, etc. The Theocratic Assembly at St. Louis was an event of vital importance, and information regarding it should therefore be placed in the hands of everyone possible.

Beginning with the St. Louis convention, and following up with the "Magazine Work" during September, a marked increase should be noted in magazine placements, hours and publishers. Our goal should be 1,000,000 magazines placed each month by magazine publishers. It means time and work and, by the Lord's grace, His people alone can perform it, as was demonstrated at the Theocratic convention.

"Kingdom News" No. 9

Victories in Your Defense

This latest issue of the *Kingdom News*, which was released at the greatest convention the Lord's people have ever enjoyed, is printed as "Information for all persons of good-will toward Almighty God", and we should see to it that they get it. It will bring vividly to their attention 'victories won in their defense' in the courts of the land, and they will greatly benefit by this. In brief, *Kingdom News* No. 9 opens in stirring language which will clearly show to people who desire to see righteousness prevail that victories gained by this country do not always come as a result of a bloody war, but in the courts of the land in defense of the principles on which the Constitution is based.

Kingdom News No. 9 may be had at the regular rate of 50c a thousand. If you have any *Kingdom News* No. 8 left, put them out now. Pioneers may have 1000 copies of *Kingdom News* No. 9 free with each order of literature sent to the Society. Pioneers should not order *Kingdom News* alone, but should include them with orders for other material. The Society bears the expense of printing and providing these for the pioneers to enable them to give a very thorough witness in the territory assigned to them. Where a group of pioneers are working together they may send in a joint order for their *Kingdom News;* also, they should order literature jointly, so that we shall be able to make hundred-pound shipments to them and thus keep expenses at the very minimum.

Vertical-Type Phonograph

The Society has been able to complete about 500 of the new model phonograph, and these have all been disposed of. Due to the 'national defense' priorities we are hindered by delays and difficulties in procuring certain necessary parts, and it may be several weeks more before more machines are completed. However, as soon as more are finished they will be shipped.

Orders are being accepted by the Society only if accompanied by the full remittance. None will be charged to the accounts. The cost of the phonograph is $12.00. In the case of the pioneers the Society will absorb $4.00 of this cost; hence pioneers need remit only $8.00 with their orders for their own personal phonograph. If pioneers order phonographs for others who are not pioneers they must remit the full $12.00. Orders will be filled according to the date received at this office.

Begin Now with "Children" Study Course

Conscientious Co-operation of All Required in New Work

Tremendous Increase in Back-Call Work Anticipated

The *Children* Study Course consists of the following materials that are supplied with each *Children* book shipped out:

Three envelopes; three different folders containing questions covering the full twelve chapters of *Children;* one *Children* Study Course Order slip (S-77); and one *Children* Back-Call Reminder slip (S-76).

All publishers, particularly zone, company and back-call servants, will do well to carefully note the proper use to which the above equipment is put.

When a shipment of the book *Children* is received by a company the stockkeeper will find one complete set of the above-mentioned materials has been included for each book. The stockkeeper will retain the books and the supply of *Children* Study Course Order slips. All other envelopes, folders and slips will be turned over to the back-call servant. At no time will the stockkeeper supply the Study Course or the Back-Call Reminder slips to anyone else in the company. The only form given the publishers will be the *Children* Study Course Order slips, and these according to the number of copies of *Children* each publisher obtains from the stockkeeper (one slip with each book).

When a publisher goes into the field he will take with him the book *Children* and the *Children* Study Course Order slip (S-77). None of the material in the *Children* Study Course will ever be exhibited by the publishers at any time while going from door to door. To demonstrate the question folders while going from house to house placing the book *Children* would destroy the entire effect of the Study Course; and that is why these are never given to the publisher.

Use of "Order Slip"

Every time a publisher places a *Children* book he will make every effort to secure the name and address of the person receiving the same, to be written plainly on the *Children* Study Course Order slip. It does not seem to be advisable to tell the people you intend to mail them a study course, as many will fear they will in some way be obligated financially; and this we wish to avoid. Rather explain to them the keen desire on your part to call back on them in three or four weeks, after they have had time to read the book, and discuss any questions they may have at that time. If they do not wish to disclose their names voluntarily, take a mental note of the house number and street and casually state, "It has been a real pleasure to talk to you about the Bible and the book *Children*. I know this will bring much comfort to you. My name is ..... I am very glad to have made your acquaintance. What is your name?" If you fail to get the name this way, perhaps you will be able to learn it from a neighbor when you call there, or, as a last resort, write the word "Householder" instead of the name and fill in the address on the *Children* Study Course Order slip after you leave the house.

At the end of each day each company publisher is to turn in his *Children* Study Course Order slips with his Publisher's Field Service Report slip, so that the back-call servant may address the envelopes for the mailing of the question folders each week. If the publisher regularly works the same territory and desires to personally deliver the folders each week, thus saving on postage, he should write at the bottom of the *Children* Study Course Order slip the words "Personal Delivery", before turning it in. This will denote that he will deliver the course personally each week instead of mailing. If no notation appears the course will be mailed.

Back-Call Servant's Responsibilities

All *Children* Study Course Order slips will be turned over to the back-call servant as they are received from the publishers. It will be his duty to see that the proper Studies of the Course are sent to these new readers of *Children* at the right time. Upon receiving a *Children* Study Course Order slip the back-call servant will have the address copied plainly and neatly on three envelopes, and in the upper right-hand corner, where the stamp will be placed, number them 1, 2, and 3, which refers to the part (folder) of the Course to be inserted. If it will be a personal delivery, then also write the name of the publisher, lightly, with a pencil, in the same upper right-hand corner of each envelope. Into each of these envelopes will be inserted the proper Study folder of the Course, making sure these are properly folded.

A return address, probably the local company Kingdom Hall address, must be filled in on the reverse side of the envelope. Please note that you will fill in only the street address and city and state. Do not write in anything else. (Large companies that do considerable mailing can have a rubber stamp made of an address that will fit these lines neatly.)

After doing this, the back-call servant will file the *Children* Study Course Order slips in a place separate from his regular back-call file, under the name of the individual publisher, for future reference.

Arranging the Study Course Question Folders

The three question folders in the Study Course are printed on both sides. When you receive your folders from the Society, all the forms should be folded the same way, with the SINGLE color on each folder on the outside. This must be done without fail, in order that the recipient of the Study Course will begin each Study on the first page of the folder. On the first Study folder of the Course the outside is printed in blue; on the second, in purple; on the third, in red. These folders are not numbered, but if you are alert you will make no mistakes when putting the Study folders in the envelopes for mailing.

The back-call servant and those assisting him should be thoroughly acquainted with these folders, knowing which is the first, the second, and the third; and this can easily be ascertained, because the first Study folder covers the first four chapters of the book. The second Study starts out by stating, "So you have enjoyed Chapters 5 to 8 of *Children*." The third one is conclusive, because it says, "Now that you have finished reading *Children* . . ." There is no reason to get these mixed up.

Arranged for Mailing

Sunday mailing dates should be printed on marker tabs, and these marker tabs be arranged in weekly date order. Your envelopes having been addressed, you will insert the first Study folder in the addressed envelope you have marked "1", seal it, and file this in front of your date marker for the next Sunday; your second Study folder, place in the envelope marked "2", seal it, and file in front of the next week's date marker; and the third one, file in front of the third week's date marker.

FOR EXAMPLE: If during the first week in September (1st to 5th) the back-call servant receives 100 Study Course Order slips, then these should be properly handled, addressing the envelopes and preparing for mailing. The first Study folders would all be filed in front of the date marker for Sunday, September 7, and would be mailed September 7. The second Study folder would be filed in front of a marker dated September 14; the third Study folder would be filed in front of a marker for September 21. The above takes care of the Study Course orders for everything turned in up to Friday, September 5.

The publishers working in the field from Saturday, September 6, to Friday, September 12, will be turning in daily their Publisher's Field Service Report slips and *Children* Study Course Order slips. If this same company received during this week, from Saturday to Friday inclusive, another 100 orders for the Study Course, then the first Study folder for this second hundred will be filed in front of the September 14 date marker; the second Study folder for these new readers, in front of September 21; and the third Study folder, in front of September 28 (a new date marker).

When Sunday the 14th comes around, then the back-call servant will be mailing the second folder to some readers and the first folder to other readers. Then the next week, September 21, after having added (in the same manner as described above) the Study Courses for the new readers, he will mail out on that date some of the third, some of the second, and some of the first Studies of the Course, and from then on under these various markers there will be filed and mailed the first, second, and third Studies in the Course, according to date the books were placed in the field.

Each Sunday, before mailing the Study folders, 1½c postage should be attached to each of these envelopes except those that are going to be delivered personally, and on these latter appear the names of the publishers who will make the deliveries. By having the name written lightly in the upper right-hand corner of each envelope, when you come to the time for delivery you can very easily find the publisher and turn it over to him. Publishers coming to the back-call servant's files Friday, Saturday or Sunday prior to the time of delivery may be given the envelopes at that time for personal deliveries. Those publishers finding it more convenient to make personal deliveries in their own territory on Sunday, rather than on Monday (when the Studies mailed will reach the readers), may do so, putting them under the doors securely, and not in the mail boxes. The only envelopes that may be put in mail boxes are those with postage on them. Before personal delivery is made, however, the publisher should erase his name from the upper right-hand corner (which had been written there with a soft lead pencil).

Personal Delivery

Publishers assuming the responsibility of making personal delivery of the *Children* Study Course should make arrangements so that their deliveries are regular, that is, once every week and on the same day, preferably Sunday or Monday, never varying more than one day earlier or one day later. If they cannot do this, the course should be mailed.

In companies where group witnessing has been arranged it may be that the children in the company wish to handle the delivery of the Study Course every week. Children should be encouraged to take up this work under the direction of the company servant. These deliveries can be made every Monday after school. Many of the children may have bicycles, which will aid in speeding up delivery and make it possible to cover a greater territory. Children living in territory that has just been worked by group witnessing should be given the privilege of making deliveries in that area. Parents having their own individual territory assignments near by, and working them regularly, should have their own children make deliveries for them, thus saving on postage.

It will not be necessary to ring the doorbell when making these deliveries of envelopes containing the Study Course, but just slip them under the door. Time spent in delivering the Study Course may be reported as time in the field service, by all publishers.

"Children" Back-Call Reminder

This form should be filled out at the same time that all the envelopes are addressed, and the name of the publisher should be written on this slip and notation made of the week in which the first back-call is to be made, which will be one week after the mailing date of the third Study in the Course. All weeks begin with Sunday. Getting back to our EXAMPLE:

If the first Study folder is mailed on September 7, the second folder on the 14th, and the third folder on the 21st, then the first back-call should be made during the week of September 28, which is a Sunday. In other words, if it is convenient to the publisher he may make the back-call on that Sunday, the 28th, or any time during that week.

These *Children* Back-Call Reminder slips made out for each Study Course Order should be filed with the third Study of the Course, to be mailed the third week. When the third Study folders go into the mail, then the *Children* Back-Call Reminder slips for those Courses should be distributed to the various publishers, and this will give the publishers one week's notice of the back-calls they are to make the week starting with the following Sunday. The instructions on the *Children* Back-Call Reminder slip should be followed carefully by the publisher making the back-call.

Back-Calls

When the reader of *Children* receives the third and final Study of the Course he will see that it concludes with these words:

"Having enjoyed this home educational course, you might like to personally talk over many other questions with that publisher of *Children*. You may! Next week a publisher will call. Receive such one. It will mean further enlightenment and benefit to you and those you love. It is part of a home educational campaign in the interest of 'men of good-will'. Learn the truth and live."

Note that it says "that publisher". Therefore the back-call servant gives the publisher who placed the book a

(*Continued on page 4, column 1*)

When to Begin Your New Work

Consignments to Companies

Pioneers Must Order

The new book *Children* and the new booklet *Comfort All That Mourn* were released at the Theocratic Assembly at St. Louis. The release of the book *Children* at the St. Louis convention was an event that will never be forgotten by those who were privileged to witness it. The new work (or rather, as Brother Rutherford put it, "it is not exactly a new work, it is just putting on a little more steam for the final round-up") began that evening when Brother Rutherford said: "But I am glad to tell you that, while that 40,000 [autographed edition] are gone, there is another 150,000 copies on the grounds ready for use. So you will have 150,000 on the grounds to start with NOW." We are heading into the final roundup now, and each and every one should get into this as soon as he possibly can.

At the convention 150,000 of the book *Children* and 500,000 of the booklet *Comfort All That Mourn* were grabbed up by the brethren almost before one had a chance to turn around, so that when Brother Rutherford in his speech that evening declared over the microphone, "We begin this work right now," the vast audience gave its enthusiastic assent. They had their equipment and were ready to begin, and did begin, from that time forth. Actually the campaign began there. The 150,000 of the book *Children* and half a million *Comfort All That Mourn* that were taken by the conventioners were just a foretaste to tide you over until you got back home and received your consignment. Now you have your supply; begin working with them at once if you have not already begun. If there should be some who have not received their supplies yet, then as soon as you receive them get busy.

Consignments of both of these publications have been made up for all companies, and these are being shipped out as quickly as possible. No consignments are being made to pioneers. Therefore pioneers should place their orders immediately for a good, substantial quantity. When your initial supply runs low, order more. Remember, the first edition of the book *Children* is THREE MILLION copies. These should be placed within the twelve months, or ¼ million copies of *Children* placed every month.

This is a big task, but we are reminded of remarks heard at the convention. The brethren serving at the convention worked so hard and enthusiastically in supplying the spiritual and temporal needs of those in attendance that the businessmen of St. Louis who had occasion to come to The Arena and the Arena grounds could not help but marvel at the whole thing. It was beyond their comprehension that such a vast assembly could be handled so orderly and easily. If we put the same zeal and devotion and hard work into the campaign for the distribution of the book *Children*, then they will have something to really be amazed at; and we are confident that each and every one attending the convention will carry the spirit of that convention with him and when back home push the campaign with the same zeal and joy that he had during the convention, and if that is done a quarter million books each month can and will be very easily reached, by the Lord's grace and strength. Every company publisher should be encouraged to have a part in this campaign and commence immediately.

(*Continued from page 3, column 4*)

Children Back-Call Reminder. That publisher must make a back-call, which he has agreed to do, and he must do so during the week stated on the slip. Each publisher will call on the new reader of *Children* fully equipped with a phonograph, records, Bible, other literature, and a knowledge of the contents of *Children* so that he may intelligently discuss it and answer questions. After *Children* the reader may desire more literature. He will want *The Watchtower!*

The next step is to invite the reader to the nearest *Children* book study, and personally take him there if possible. Then introduce him to the *Watchtower* study and service meeting, continuing, of course, to make a back-call each week. If he is a lover of righteousness he will soon be a Theocratic publisher!

The *Children* Study Course Order slips which have been placed in the file under the name of the publisher will be checked once each month against the Back-Call Follow-Up Reports turned in, to make sure that all have been called on. If they have been called on and interest shown, then a regular Permanent Back-Call Record will be made out and placed in the regular back-call file.

The possibilities of this new work are vast, and we do well to take advantage of our every opportunity. There is no doubt that this is a provision by Jehovah to help us discharge our responsibilities toward the people of good-will. No one should be satisfied with less than 12 back-calls a month now.

Pioneers

The pioneers will take care of their own mailing or delivery of the *Children* Study Course, and they will receive their supplies of envelopes, folders, slips, etc., with each shipment of *Children* books. As with company publishers, likewise it is entirely out of order for the pioneers to exhibit the Study Course in their door-to-door witness work. Pioneers in company territory, of course, will continue to co-operate with the company and turn in a Permanent Back-Call Report slip and their regular Back-Call Follow-Up Report slip after each back-call where real interest is manifested, bring the interested to the study meetings, and aid in every way to strengthen the companies and help their brethren.

Postage

Both the companies and pioneers are charged the regular rate for the *Children* book. The postage used for mailing the Study Course will (as explained below) be paid by the Society, except in the case of those brethren who wish to cover it themselves as a further share in the work.

Those companies or pioneers requesting credit on their accounts for the postage that they paid out for mailing the *Children* Study Course will receive credit on their book accounts. This credit will appear on the statement of the company or pioneer once every three months. This credit will be applied according to the information received on your monthly report cards. If the companies or pioneers desire credit, at the bottom of their report cards each month they will plainly state, "Mailed ..... Study Courses costing 4½c each."

These monthly report cards we will accumulate for three months, and then make out a credit memo. Of course, credit will not be requested on the part of a company or pioneer for those Study Courses personally delivered.

Contributions for Postage

Many of the brethren will be *able* and will want to pay the postage for the Study Courses sent to the persons with whom they place the book *Children*, and for others. So that these brethren may have a share in carrying a part of this burden, each company should arrange for a contribution box to be placed in each Kingdom Hall, marked especially for this purpose. This contribution box can be marked "Contributions for Postage on *Children* Study Course". Money received in this box will be handled by the treasurer, and be credited to the "Postage" account of the company. At the end of the month, if these contributions are sufficient to pay for all postage, then the company, of course, would not ask the Society for credit, because the brethren in the company were privileged to bear this much of the burden. Postage paid out by the companies and not covered by contributions can be noted on the report cards as stated above, and credit will be entered once every three months on your accounts. With the personal deliveries of the *Children* Study Course by many, and the voluntary contributions by others, we believe, the burden of the postage which the Society undertakes to pay will not be too great.

It can easily be seen that the brethren handling the arranging, mailing and delivery of the *Children* Study Course must all work at unity and there must be full co-operation, with the interests of THE THEOCRACY put first, ahead of everything else. Every publisher must do his share. The proper handling of the *Children* Study Course will, we feel sure, bring about a great increase in your local organization, a rich blessing upon all faithful servants of THE THEOCRACY, and praise to the name of the MOST HIGH GOD.

Get Your "Children" Autographed Edition

Organize Your Book Studies

Every Theocratic ambassador should be equipped with a copy of the autographed edition of the book *Children* and properly prepare himself for the witness work by becoming thoroughly familiar with its contents. Brother Rutherford's letter "To the Children of the King" is a marvelous encouragement and admonition to us all. You want to read it and carefully consider this message often. There are a few copies of the autographed edition left, and these may be had at fifty cents a copy. Many of the people of good-will will undoubtedly prefer the autographed edition if they know it is available. Tell them we have a supply. Send in your orders immediately for as many of the autographed edition as you can use.

Organize Your Book Studies

With the start of the distribution of *Children* in your territory all book studies should begin the study of this new book. The people of good-will throughout the territory will want to assemble and study and discuss the contents of this book as soon as they start reading it. It has such a tremendous appeal to every normal person of good-will that they are going to live the experiences of John and Eunice.

By October 1 every book study should be using *Children* exclusively, and as many additional book studies as are necessary to provide for the new interest should be organized. Each company servant, zone servant and pioneer should have in mind the establishment of new book studies throughout his territory and look diligently to that end. Organize *Children* studies in every community if possible, even if one publisher has to take three or four studies. The time is here for everyone to do some real work in assisting the people of good-will.

Service meetings during September should include consideration of your book study organization and the part each publisher plays therein. The development of this work is not limited to your regional servant, zone servant and company servant. Each and every publisher in the company must do his part. Take the book to the people! Make the back-call! Put on the recording! Bring the people to the *Children* book study! This activity must overshadow everything else in the life of the true servants of the Lord.

In order that all regular publishers may become acquainted with the *Children* Study Course, it is suggested that during the month of September three studies be held, one on each Study Course folder. This is not so much a study of the book as it is a study of the Study Course. These studies should be attended by everyone in the company. This is a provision by the Lord to assist all to properly serve in this new work that is opening up. Everyone needs a thorough understanding of how it is going to be carried on; therefore they should take advantage of this provision and attend the studies regularly. The study of each folder should not last longer than one hour. Those attending the study are not to be given a copy of the study course. The company servant will see that the study conductor only is given one copy of each of the Study Course folders for this purpose. It is presumed that all attending the study have read the *Children* book at least once. Those who have not done this should complete their study of the book immediately. During the week preceding the study each one should read the four chapters to be covered that week before coming to the meeting. Have the details fresh in mind. Only by so doing can you take an active part in the study and intelligently discuss the points presented in the Study Course.

After this special series of studies is completed, then start at the beginning of the *Children* book and study it in the usual manner in your various book studies. Prepare now your study organization and bring the people of good-will, especially those who obtained copies of *Children* from those in the field service, to these studies. In no other way will they get the full benefit of the provision the Lord is making for their aid by means of the book *Children*.

Jehovah's Servants Defended

This new publication released at the Theocratic Assembly was received with deep appreciation by all present there. It contains valuable information which will aid greatly in the defense of Jehovah's witnesses in their witness work, such as rulings of the highest courts of the United States in support of faithful witnesses and in defense of their rights and liberties in His service. Copies of this booklet may be had at five cents each. A covering remittance must accompany every order; otherwise it will be ignored. These will not be charged to accounts.

INFORMANT

OCTOBER, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N. Y.

New Year Begins

70,000 Publishers to Start "Lightning-War"

Be Fully Equipped for October Testimony Period

Your New Work Should Be Well Under Way Now

The "LIGHTNING-WAR" Testimony Period previously announced for the month of October begins the new fiscal year of the Society. It should bring great joy to the heart of every publisher of THE THEOCRACY to share in the opening campaign to which the Lord, by His grace, has brought us. With lightning speed the spreading of the message will go forth to all parts of the country.

All the consignments to the companies were shipped out from Brooklyn and the depots by the 15th of September. All companies should by now have received their first order. Pioneer orders that have been received are being given attention. Many of the companies, after receiving their consignments, got right to work with *Children*, as they should have done. Many report that their consignments were put in the hands of the people within three days, one week, or two weeks, and this, of course, brought a flood of telegrams, special deliveries, and air mails, ordering a new shipment. We are trying to give all these orders quick attention. Because of the inrush of orders we shall have manufactured and shipped out by October 1 upward of three-fourths of a million copies of *Children*, along with the Study Course, and more than four million copies of *Comfort All That Mourn*. It is a joy to the heart of everyone to see the lightning speed with which the new book *Children* is being placed in the hands of the people.

Do Your Part

Everyone who claims to be of THE THEOCRACY will go forward as children of the King, aiding the people of good-will to "flee into the mountains", THE THEOCRACY. We have been supplied with *Children* and *Comfort All That Mourn*. Some of the publishers may be fortunate enough to receive records during October; and when they do, they can use these. All can engage in the magazine work with the new series of *Watchtower* articles on Daniel the 11th chapter. Everyone will be anxious to get into the new work with the back-calls and conduct model studies. Door-to-door witnessing will play a prominent part in the "LIGHTNING-WAR" Testimony Period. The doorstep setup will bring the message to the people quickly and completely. Avoid lengthy presentations of the book *Children* to the people. Show them its helpful points in studying. Obtain their names. Send them the course; and follow through with the back-calls.

Persons who are too poor or unable to contribute for the book *Children*, or even *Comfort All That Mourn*, leave with them *Kingdom News* No. 9 and a folder advertising your Kingdom Hall, or if they show real interest, leave *Comfort All That Mourn* free.

"LIGHTNING-WAR" Testimony Period (the name the Lord has given this month's work) has surely been directed by Him, because we are beginning in the fiscal year of work with new instruments, with a message of comfort and one that will truly aid the people of good-will to take a definite stand. The message we have is clear, easy to understand, but as publishers we must do our part, and that will require time, effort, and many back-calls.

Peak In Publishers

Up to this time we are not certain whether 70,000 publishers went out into the field in September. You will recall the 15,000 children standing before Brother Rutherford at St. Louis when he said, "Behold, more than 15,000 new witnesses to the Kingdom!" Many of these children are new publishers, and with all of the other publishers who have served in the interests of THE THEOCRACY we should surely reach upward of 70,000 for the first month of the fiscal year 1942. We reached a peak of over 64,000 at one time during this past year. The pioneer peak has gone as high as 4,434. But still there is plenty of room for improvement before we hit that 70,000 mark. Don't put your personal affairs and business first and neglect the work of *greatest importance*, THE THEOCRACY. Have uppermost in your minds the work at hand, this "lightning-war" against the Devil's organization. (See 2 Timothy 2: 4.)

Let each one assist the other members in his family to get out in the work with him. Let every company servant, secretary, and other servants help irregular publishers, as well as the regular, to get out during this one month, October, and make it a new peak for all time. The wise will now take advantage of every opportunity to do with their might what their hands find to do in the service of THE THEOCRACY. Let the "LIGHTNING-WAR" Testimony Period be a real "blitz" against the Devil's crowd, and to those of good-will bring comfort and joy of heart.

Legal Notice

Brethren writing to the Society concerning arrests have neglected to send in copies of the ordinances or laws under which they are arrested and a copy of the complaint. Always send these in when making your report. A true typewritten copy is preferred, and it need not be certified.

New Records: Brother Rutherford's Lectures

Order Blank Sent to Companies and Pioneers

Finest Recordings Yet!

The brethren have been eagerly looking forward to the time when the lectures by Brother Rutherford at the Theocratic Assembly of Jehovah's witnesses in St. Louis would be available in record form to play for the people of good-will. We are pleased to announce that very shortly a new series of recordings, including the speeches "Integrity", "Children," "Comfort All That Mourn," "Children of The King," and "Theocracy", will be ready for shipment to all parts of the world. It has been stated by those hearing the test records that these are the finest recordings we have ever been privileged to have.

A special order blank has been prepared and is enclosed with this *Informant*. Please use this order blank in ordering the new records. Special rates are made available for a limited period of time, and everyone will want to take advantage of this provision. See order blank for details.

Special Record

Every publisher owning a phonograph or having opportunity to use a phonograph should equip himself with the special recording entitled "Children" (P-262). There is no better introduction to the book *Children* than the use of this new record in the doorstep setup. Company servants should check carefully with all publishers to see that all have a chance to obtain one of these discs at the special rate of 50c.

The record entitled "Theocracy" is coupled with Part 14 of "Children of The King" Every company or individual publisher having a complete set of the recordings will therefore have one of these. This special disc is to be used on the first back-call after the *Children* Study Course has been mailed. Many publishers have had difficulty in arranging further back-calls, and this new record will aid them.

Then follow up with "Children of The King", "Comfort All That Mourn," and "Integrity". Companies should have sufficient sets that all publishers may have access to them for their back-calls on new readers of *Children*. Any additional discs of "Theocracy" required may be had by companies at 50c during the special offer.

Pioneers

Special rates are being given the pioneers to aid them in the work. The Society will bear the balance of the expense. Also, one disc P-262, "Children," will be given them free upon request. Please note the information on the Special Order Blank.

Stock Up on Literature

Each company should check its stock of *Children* books. This is one of our most potent instruments now, and therefore all publishers should have a good supply. Each company should try to have in stock no less than ten of the book *Children* for each company publisher reporting. Pioneers should have at least one carton of the book *Children* on hand. Check your stock and order accordingly.

Sending In Your Orders

Before sending in your Special Order Blank, check the following:

Have you filled in all shipping information?

Have you enclosed the proper remittance? (Records cannot be shipped without remittance. See instructions on Order Blank.)

Have you checked with all publishers in your company as to whether they personally desire any complete sets or individual discs at this special rate?

Have you ordered a good supply of records for use in the back-call work by the company?

Have you ordered sufficient "Children" records for each publisher having a phonograph?

Have you ordered *Children* books and other literature?

Shipments

It is expected that we shall be unable to fill orders for the new records before the 1st of November. This will allow ample time for the company servants to check thoroughly with the publishers as to their individual needs. If you need the literature ordered before that time, please so state, and we will make a separate shipment. In no instance do we want any companies or pioneers to run out of *Children* books. Pioneers should have their orders shipped with company orders or orders of other pioneers in their party when possible.

Pioneer Registration

We Are Still Aiming for 7,000

There are now enrolled over 5,000 pioneers, 4,434 having reported during the month of August. The other 600 should get started no later than October 1, 1941. Many more are needed to reach the 7,000 mark. Brother Rutherford, when he greeted the pioneers at the convention in St. Louis, pointed out that they have the greatest privilege in putting in all of their time and energy in the service of THE THEOCRACY, and that they are in the front ranks of the fight. The recent *Watchtower* on "Integrity" shows that those faithful men of old listed in Hebrews 11 held fast their integrity by devoting their entire lives to the cause of righteousness, received the Lord's approval, and died in faith. The faithful servants of the Lord will do likewise now, devoting all the time possible in the Kingdom service, and will eagerly try to arrange their affairs to put in full time if possible. THE BEST WAY TO "PUT ON MORE STEAM" IS TO ENROLL AND WORK AS A PIONEER!

Following Up the "Children" Study Course

Publishers Should Average 12 Back-Calls

Important Campaign Begins

Our slogan: THREE BACK-CALLS A WEEK—ONE OF THEM A MODEL STUDY.

Every publisher must appreciate that in order to accomplish this more time will be required in the field. Brother Rutherford has pointed out many times the need of 60 hours in the field for the company publishers. It is easy to be seen that if the publisher makes 12 back-calls a month his time in the field for these back-calls alone will be upward of 15 hours. Added to that is the time in the field going from door to door and street witnessing with the magazines, which will bring the hours up nearer to our quota of 60 hours.

The Lord has helped us, providing the essential instruments with which to work. He gave to us the book *Children*, the *Children* Study Course, the booklet *Comfort All That Mourn*, and now it is announced that about October 15 the new recordings, "Children of The King," "Comfort All That Mourn," and "Integrity", will be ready for our use. Additionally, the new records "Children" (P-262) and "Theocracy" (P-292) are ready and have a special place in our service to THE THEOCRACY. We must learn to handle these instruments skillfully and effectively if we would be pleasing to the Lord.

Arranging Back-Calls

Each publisher should fully appreciate that he can't make back-calls unless he does door-to-door witnessing and places the *Children* book. Then the *Children* book is followed up with the *Children* Study Course; *then your work begins in earnest with back-calls.*

In your door-to-door work, after you receive the new records, you will introduce the *Children* book with the "Children" record. On your first back-call you will introduce your back-call activity with the record "Theocracy".

On your first back-call run the record "Theocracy" and then answer any questions that the reader of *Children* may have had and try to direct his attention the first evening to the record series you have. Until you receive the new records, use the latest series in stock and continue as outlined below, substituting other records.

The following will be the general procedure for many months to come:

First week—Place the book *Children*.
Second week—Number 1 Study folder is mailed.
Third week—Number 2 Study folder is mailed.
Fourth week—Number 3 Study folder is mailed.
Fifth week—Your first back-call; starting the back-call with "Theocracy" record (P-292); answering a few questions; and running the series "Children of The King".
Sixth week—Second back-call; answering a few questions for five or ten minutes; then run "Comfort All That Mourn".
Seventh week—Third back-call; answer questions; run series "Integrity". Take persons of good will to nearest *Children* study, *Watchtower* study, and service meeting.
Eighth week—Begin *Model Study* No. 1, No. 2, or No. 3, choosing the one that answers the many questions uppermost in the mind of the person of good-will. Continue this model study as long as it seems advisable, but always direct the person's attention to the local book study and Kingdom Hall model study, *Watchtower* study, and service meeting.

Our desire is to aid the people of good-will to take their places in the Theocratic organization, and that means directing them to the company organization.

Be sure to take with you on each of your back-calls the new 64-page magazine, *Report of the Jehovah's witnesses Assembly*. Place one with the person of good-will on a contribution of 5c.

Field Service

After these people of good-will have been given attention for more than eight weeks, it would be proper to speak to them about field service and taking the message of the Kingdom to their neighbors and friends. Let them go with you on some of your other back-calls or model studies. Bring them to the meetings. Introduce them to our brethren. Take them with you from door to door and teach them the use of the doorstep setup. Have the company servant furnish them with the testimony card if they become regular publishers.

Your Time Occupied

An energetic publisher of THE THEOCRACY, spending fifteen to twenty hours a month in regular door-to-door work, will place in a month anywhere from ten to twenty bound books, and this means that in his territory he will have numerous back-calls to make. If all publishers of THE THEOCRACY really devote themselves to this new work, no publisher will be able to get assistance in his back-call service, and we hope it is this way; but many of the newly interested ones, not yet seeing the privilege of putting in so much time, might wish to help others in evenings on their back-calls. Let them take a few and help you, and thus get them started in the right way. Parents should be anxious to take with them their children who are able to operate the phonograph and change records, so that, if it becomes necessary in the same evening to make two back-calls in your territory, you can leave the child at one home, after you have introduced the child, to run the phonograph and records, and then you make another call with another phonograph and records at another home near by. Thus your child will be helping the people of good-will and share in the back-call work. The Lord, since the convention, has opened up many avenues for the children to get in time in the field. The child devoted to the Lord will take hold of these opportunities and will receive from the Lord a rich blessing.

Kingdom Hall Model Studies

Believing that every company publisher will be more than anxious to follow out the above schedule of the three or more back-calls on each reader of *Children*, the time should come when the work will be too great for the publishers to handle all the model studies, and therefore each company should arrange to have a model study series running at their Kingdom Hall by December 1, beginning with *Model Study* No. 1. Details on this series will be explained later.

We are faced with the need of doing a bigger job than ever before in a limited amount of time. Long hours of Kingdom activity are necessary, and as many back-calls as you can possibly arrange should be made, using whatever records you now have on hand until the new series arrives. That you are now short of these new records should not retard our work with the book *Children* or the Study Course and our back-call activity. During this fine autumn weather and the long winter nights many should be the opportunities of the publishers to increase the activity in their new work to a point of 60 hours a month and 12 back-calls a month.

Increase Your Street Witnessing Now

One Million Magazines a Month Our Goal

It is hoped that by this time every publisher of THE THEOCRACY will be taking a regular part in street witnessing with the magazines. We can see no reason why 100 percent of the publishers should not be engaging in this phase of the Kingdom work each week. If you have not yet witnessed with the magazines on the streets, you are voluntarily withholding yourself from one of the most important parts of the "strange work" and also depriving yourself of a rich blessing at the hands of the Lord. Information published continually in *The Watchtower* and *Consolation* is vital to the people, and upon the witnesses of Jehovah rest the responsibility and privilege of placing it before the public.

It is suggested that those publishers who do street witnessing make arrangements with others who have not and take them with you the next time you go out. Aid those in your study group to be regular in street witnessing.

Saturday afternoon and evening and one other night during the week should be set aside for magazine witnessing, thus affording an opportunity for every publisher to participate sometime each week. If your company turns out 100 percent and every company throughout the country does the same, millions of people each week will be spoken to by the magazine workers. Jehovah's witnesses will, by the Lord's grace, put out 1,000,000 magazines in this manner during each month. Let's put on more steam while we yet have the freedom to openly and publicly give a witness for the Theocratic Government of Jehovah.

A New Publication

Report of the Jehovah's witnesses Assembly

Send In Orders

A report of the joyous activities of Jehovah's servants at the recent assemblies at St. Louis, Missouri, and Leicester, England, has been compiled. It is a wonderful witness to the honor of Jehovah's name, and should have a wide distribution. It is a very pictorial report, printed in magazine form, and contains 64 pages.

Rates

This year the convention report is made available at only 5c a copy. Those ordering 11 or more copies to one address may have them at only 4c per copy. In all instances remittances in full must accompany the orders.

Distribution

The value of this report should not be overlooked. All publishers will read it with keen interest, but it should have a much wider distribution. Therefore the following methods will be used:

BACK-CALLS: Every person known by you to be interested in THE THEOCRACY should be offered a copy at 5c. It will be of particular interest to those who have the book *Children* and who have heard the convention lecture records. Show them the pictures.

DOOR-TO-DOOR: Carry copies with you for regular witnessing and offer with the literature.

STREET CORNERS: A special week will be set aside (to be announced later) for general distribution on the street corners and business establishments. Groups should be arranged daily during this period for this distribution, both during the daytime and in the evenings. Everyone should join in this special effort to inform the people concerning the Theocratic Assembly.

Send in your orders now, including those for the publishers and general distribution, with remittance. Do not underestimate your needs. Order a liberal supply. The *Report of the Jehovah's witnesses Assembly* will be very effective throughout the coming year on all back-calls, and it would be well for all companies to carry some in stock. The people of good-will will enjoy seeing pictures of the site of the lectures they have heard and facts presented in connection therewith.

Copies of the report placed by publishers in back-calls, door-to-door or street work may be reported on your regular report cards as individual magazines placed.

Do Not Order Extra Supplies of the *Children* Study Course

The Society has printed one *Children* Study Course for each book *Children*. Packed with each shipment of *Children* books you receive an equal number of the *Children* Study Course. When you receive a shipment of *Children* books, say 56, you will also receive 56 copies of each of the three folders, 168 envelopes, 56 *Children* Study Course Order slips and 56 *Children* Back-Call Reminder slips.

Since only *one* Study Course has been prepared for each *Children* book printed, please do not order any extra supplies of the Study Course. These cannot be supplied. Take care of your shipments properly, keep the material clean, and there will be no occasion to order extras.

Suggestions to Pioneers

Pioneers are to make separate orders for their individual stock. Do not send in one order with a notation at the bottom saying "Charge one-third to each of the three following pioneers". In the future all such orders will be returned for correction.

Pioneer sisters should use the name they put on their application form consistently when corresponding with the Society. If you signed your application "Mrs. John Smith", use that name right along. Do not sign "Mary Smith", because we will have no record here of "Mary Smith", but will have a record of "Mrs. John Smith".

Pioneers should be careful to send in their change of address promptly. No replacements of *The Watchtower*, *Consolation* or *Informant* will be made in the future. Therefore it is important that they go to the proper address when originally sent out.

INFORMANT

NOVEMBER, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N. Y.

Confidential Organization Instructions

Theocratic Witness Advancing

New Work Begins with "Great Multitude" Testimony Period

The great campaign as outlined in Brother Rutherford's letter "To ALL PUBLISHERS FOR THE THEOCRACY" must bring joy and gladness to the hearts of everyone devoted to the Kingdom. This new work is so inclusive that it takes in every representative of The THEOCRATIC GOVERNMENT.

Further effort must be made immediately toward informing the people, to give them an opportunity to become of the "great multitude". This is our work henceforth, as shown so clearly in this comprehensive letter. In the United States there are more than a thousand towns with population exceeding 2,500 wherein apparently no one resides who is now serving THE THEOCRACY. The people there must be reached; and an effort on our part the Lord will bless, that they may be reached.

Beginning December 1 with the "GREAT MULTITUDE" Testimony Period, the great campaign outlined begins, and everyone should make careful preparation now to have a share in that campaign and continue therein as long as the Lord will have it so. Arrange your territory as outlined in Brother Rutherford's letter. Have a good supply of the *Children* book. Mail your *Children* Study Course. Follow through with the new records that will shortly be sent to you. In your door-to-door witnessing use the "Children" record introducing the book. On your first back-call be sure to use the record "Theocracy". Try to start a *Children* study just as soon as you possibly can at some central and convenient place for the interested people. Where you find the people very much interested in our work it will not be necessary to wait four weeks, or until after the *Children* Study Course has been mailed out, to make your first back-call, but call each week, a day or two after they receive their study folder, and show them how the study of this book is of real aid to them. Get the study of the *Children* book started as soon as you can. Other places, where not so much interest is shown on your first visit, let the Study Course do its share, and then make the back-calls with the recordings, having one thing in mind, that the chief purpose is to organize a study group in which study the *Children* book will be used, this to be conducted regularly by you, the publisher. If we keep this purpose in mind at all times, then, by the Lord's grace, the new work which He has brought to our attention through the splendid letter by Brother Rutherford will be accomplished to the glory and honor of the Lord's name and word.

Brother Rutherford's Letter

Study Carefully and Prepare for the Great Campaign

PRESIDENT'S OFFICE

October 24, 1941

TO ALL PUBLISHERS FOR THE THEOCRACY:

From and after December 1, 1941, the regional and zone servants will be discontinued and the regional and zone servants will be assigned to the work hereinafter described.

UNITY: For some time the THEOCRATIC organization has been operating, and by now all companies have had ample opportunity to be in full harmonious action and able to carry on without the aid of regional or zone servants. The church, including the remnant yet on earth, is now at full unity and everyone should be able to assume and carry out his or her responsible duty without aid from any human creature. Company servants and all other servants of each company know their respective duties, and each one must be diligent to perform such duties fully and faithfully. Everyone in the organization, including the remnant and their companions, has a duty to perform, and each one should lean on the Lord and look to the Lord for admonition and instruction and follow specifically the instruction given at Proverbs 3: 5, 6.

In the days of the apostles, when persecution became great, the then servants of JEHOVAH were separated and they went everywhere preaching the gospel. (Acts 8: 4) Persecution is now great upon the people of God, and these should follow a similar course. God's servants are now hated of all the nations in earth, which includes those both of "the king of the north" and "the king of the south". Each individual servant of God, therefore, must bear his own burden, with the help of the Lord, which help and guidance God has promised and will assuredly give.—Psalm 25: 9.

THE WORK: The "strange work" of the Lord is drawing to an end, and requires haste, with watchfulness, sobriety, and with prayer. Since the organization of God's people on earth is in good condition, there must be one united, forward movement of all the publishers or workers, because all are engaged in one work of publishing or advertising THE THEOCRATIC GOVERNMENT. With full determination to be obedient to the Lord, let these words of the apostle be a guiding slogan: "This one thing I do," that is, to advertise THE THEOCRACY. JEHOVAH and His King have put their blessings upon the *Children* book. In less than three months more than a million volumes have been sent forward and placed with the people, and the demand seems to be great. The "other sheep" of the Lord must receive the information, that they may flee to the place of safety.

From and after December 1, 1941, the following will be the method of work for all publishers: The phonograph and the *Children* book, together with the booklet *Comfort All That Mourn,* will be the chief instruments to begin the work. Each publisher being assigned a respective territory will fully and thoroughly work that territory, the chief objective being to organize study classes in the *Children* book, to be carried forward systematically until it is deemed wise to use other literature in these studies.

Every home in that territory must be called upon; and for this reason you should divide your territory into small sections and work out each section separately and thoroughly. Do not pass by any house without giving a witness. Introduce yourself by the use of the phonograph record "Children"; exhibit the *Children* book, and the booklet mentioned. Wherever interest is shown, keep the name and address of each home, and the occupants showing an interest. Say to such: "I will call back in a short time to tell you more." Then ask: "If a study class is arranged in your neighborhood, would you like to attend? In these perilous times it is very important that the people learn how to protect themselves and their children." As soon as you have gone over this special division of your territory, prepare to have a study, at same place and time, in a private home that is willing for such study to be held there. Then call back on those who have shown interest and tell them of the time and place of study and invite them to be present. Each publisher will lead the study, as specifically instructed from the office. Proceed with the regular study, hold it once each week, and in the meantime move into another small section of

Special Publishers' Assignments

500 Cities in Starting List Questionnaires Sent to Pioneers Selected

The Society has gone through the service records of all full-time servants for the past year and has made selection of those pioneers whom we believe to be best qualified to carry on the special publisher pioneer service in cities or towns where now there are no company organizations. These special publishers have been sent a confidential questionnaire and other detailed instructions on how to carry on their work in the city to which they are assigned.

Five hundred cities have been selected throughout the United States in which there are no company organizations, and the Society is sending in two or more pioneers, according to the size of the city. These cities will be covered thoroughly with the *Children* book and the records. Study groups will be organized by these special publishers, and as soon as the territory is completed once they will work it a second, a third, and a fourth time, having the one purpose in mind, that of organizing *Children* book studies.

After covering a town four times, these study groups should be enlarged and companies organized to take on the work of that territory. These special publisher pioneers will then be sent by the Society to another city to do the same work. The questionnaires have been sent to the pioneers who have been selected as special publisher pioneers. As soon as these pioneers send in their questionnaires and express their acceptance of this wonderful privilege of service, two special publisher pioneers will be assigned to a city of 4,000 to 8,000 persons, and they will remain there for six months or more, and they will cover the territory at least four times in this period. The larger cities, of 8,000 to 16,000, will be assigned to four special publisher pioneers, so as to cover the territory systematically, quickly and thoroughly, because we must afford an opportunity for all persons of good-will to become part of the "great multitude". Special publisher pioneers have a wonderful and great responsibility placed upon them, of pushing forward and making a success of the great campaign which the Lord has now set before His people. As the people of good-will take their stand and join in the field service the special publishers will send in to the Society a field report of their month's work on a Publisher's Daily Report slip, along with their special publisher pioneer report, and eventually a company will be organized to carry on the work, after which the special publishers go on to other fields.

Companies' Part in This New Work

Organize Study Groups in Small Towns

Brother Rutherford has pointed out in his letter that this new work will also be carried on by general publishers, which will include all company publishers and all other pioneers not known as special publisher pioneers. In company territories where towns are not assigned to the special publisher pioneers the companies should organize small groups of one to two carloads of publishers to cover a small village or town of 2,000 to 3,000 population, or less, regularly over a period of six months. In other words, every Saturday and Sunday, and probably one or two evenings in the week, these two carloads of publishers will go to this territory, cover it thoroughly, make their back-calls, and organize studies with the *Children* book. The Society recommends that one energetic publisher be assigned the town of 2,000 to 3,000 people, and other publishers in the company who wish to work with this brother regularly get an individual assignment in that town and see that it is worked just as stated in Brother Rutherford's letter. Each person in a car group should get a *Children* study started in this small town, and eventually all of these studies be organized into one main study; and finally a company can be organized.

No longer should companies try to hurry to get over territory, but make a selection of a certain district and cover it time and time again until you have found all the persons of good-will. Do not miss a home; note homes where people are out, and call back later. As has been brought to our attention in Brother Rutherford's letter as he quotes from Jeremiah, "Behold, I will send for many fishers, saith the LORD, and they shall fish them; and after will I send for many hunters, and they shall hunt them." In working these small towns, the near-by rural within one or two miles of the town can also be covered by the company publishers, and probably they can gather into the village all of the interested.

In companies where there are 40 to 50 publishers or more, special groups should be organized for working outlying towns. One or two cars of publishers, according to the size of the village, should be sent out to this same town every week, to take care of the work there. Do not, however, forsake the work in your own town during the week. The publishers who cannot get out to other territories should work energetically in their home city, witnessing in their personal assignments near their homes, making back-calls, conducting book studies, and further carrying out the instructions in Brother Rutherford's letter, having one thing in mind, to wit, ORGANIZING STUDY CLASSES WITH THE *Children* BOOK.

If the 65,000 or more publishers throughout the entire United States start in in this work beginning December 1 with the zeal peculiar to the Lord's house, thousands of new *Children* studies will be organized, millions of back-calls made, and soon, with the Lord's blessing and favor upon this great campaign, thousands upon thousands more persons of good-will will be associating themselves with the Lord's organization.

Zone and Regional Work Discontinued

Beginning with December 1, 1941, the existing zone and regional arrangement will be dissolved. The regional servants will make no more visits to zones; the zone servants, no more visits to companies. All that work is discontinued, and all will engage in the great campaign ahead. The last report that companies will send to the zone servants will be that of November. Thereafter no correspondence or reports will be carried on by companies with zone servants nor zone servants with regional servants. All reports of company field service will be made direct to the Society, and to no one else. All correspondence will be carried on with the Society.

your territory and work it out in a similar manner; and continue thus to do until your entire territory is gone over. By that time you will be ready to go over the same territory again and do it in like manner, as per organization instructions.

PUBLISHERS: All publishers, whether in companies or otherwise, will be designated as general publishers or special publishers, the latter being those heretofore known as pioneers. The special publishers are selected by the Society headquarters and assigned to their respective territories, where there is now no organization. They will have separate instructions. There have been five hundred towns selected where there is no organized company, and to such places special publishers, otherwise known as special pioneers, will be assigned.

GENERAL PUBLISHERS will include all company publishers and all other pioneers who have been or may be engaged in the general pioneer work and who have not been selected as special publishers. The method of doing the publishing will be the same with all.

Get the testimony of THE THEOCRACY to the people, and organize them into study companies, is the important thing to do. Have in mind the words of God's prophet: "Behold, I will send for many fishers, saith the LORD, and they shall fish them; and after will I send for many hunters, and they shall hunt them from every mountain, and from every hill, and out of the holes of the rocks." (Jeremiah 16:16) The application of this prophecy seems appropriate at the present time. The Lord is gathering His "other sheep" and is giving His faithful servants opportunity to have some part in that blessed work. Seize hold upon and perform your part with joy.

COMPANY ORGANIZATION: The present organization of all local companies will continue as the same has existed during the past three years. All company servants will be appointed by the Society's office at Brooklyn. To expedite the selection of local servants each company will name a committee of three brethren, each to be members of the local company, and all of whom must have one purpose in view, and that purpose to advance the THEOCRATIC interest. No selfishness, no personal favoritism or prejudice, must enter into the performance of their duties, and which will be as follows: Every six months this committee will prayerfully and carefully canvass the names of the company members and from this suggest the names of two persons for each place of service in the company, that is to say, two for company servant, and two for each and every other office of servant of the local organization. This list the committee will immediately mail to the Society's office at 117 Adams St., Brooklyn, a duplicate copy thereof to be kept by the secretary of the local company. This list will be carefully considered and, as much as possible, used in the selection of local servants, and then the company will be notified of such appointments. All these appointments will include the leaders of *Watchtower* and other studies.

TROUBLE: Personal and company trouble among the members thereof must be avoided. This being the time of unity, no energy or time can be profitably spent in controversies; and certainly controversies cannot be pleasing to the Lord. Dwell together in peace and complete unity. Now is the time when "every man shall bear his own burden".—Galatians 6:5.

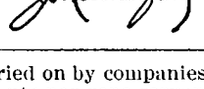
SPECIAL PUBLISHERS [PIONEERS]: These will be assigned their territory by the Brooklyn office. Where territory heretofore assigned to any company is now assigned to the special publishers, the company assignment will be withdrawn from the company and the assignment be exclusively to the special publishers. Two or more special publishers will work together, that is, on the same assignment, and by this means living expenses will be reduced. It will be necessary for the Society to regularly render money aid to these special publishers, as may be required. The Lord will provide this. Special publishers will be required to engage actively in the service not less than 175 hours per month. All company and other publishers will employ all the time reasonably possible in the service. There is much to do, and the time is brief. Be diligent and remain steadfast in your integrity. You are representatives of THE THEOCRACY. In every way special publishers and general publishers must co-operate harmoniously and fully. They are all engaged in a common and glorious cause.

ORGANIZATION INSTRUCTIONS: Further instructions will be sent to each company as the same appears to be appropriate. The more detailed instructions will be sent from the service desk at 117 Adams St., Brooklyn. God's THEOCRATIC ORGANIZATION on earth will work harmoniously and to His glory.

And now, dear fellow publishers, be calm, be sober of mind, walk circumspectly, and let your deportment be in full harmony and keeping with the great THEOCRATIC GOVERNMENT, which it is your privilege to represent.

The righteous governors may soon appear on the earth. The blessings of JEHOVAH and His King ever attend you. Keep all THEOCRATIC interests in prayer before the throne of heavenly grace.

Your fellow publisher and brother, by His grace,



President.

Getting New Studies Started

Anyone May Conduct Them

The chief purpose of this great campaign, as has been pointed out by Brother Rutherford, is to organize studies with the use of the *Children* book. Each publisher of THE THEOCRACY, whether he be a special publisher pioneer or a general publisher in this great campaign, will carry on in this new work the same way. The publisher will go over his assigned portion of territory with the *Children* book, making careful note of those who are interested. If persons are not at home he will make a note of those homes and call back later in the day or on the next Sunday (or other day), but the publisher will not miss a home. In his witnessing work he will try to find some place where an individual will open his home for the study of the *Children* book. Then invite the interested ones to this central point and proceed to organize the study group. Whether the publisher be male or female, he or she will be permitted to conduct the study thus organized until some local person is qualified. Each general publisher employed in this new work (and that should include all) may count time calling from door-to-door, using the phonograph, making back-calls, conducting model studies, and organizing and conducting new study classes. Where an individual begins a study with two or three or more persons and studies the *Children* book with them for an hour each week, this time may be counted as field service and reported. Such new study conducted by the publisher may be reported as a back-call. Back-Call slips should be turned in, also Back-Call Follow-Up Reports, and a record of these studies be kept by the company on the Study Conductor's Report slip which is filled out each month by the one organizing the study and making report to the company.

As to the special pioneer publishers, they make their reports direct to the Society each month on special forms for this purpose. With this work being opened to all publishers of the Kingdom, great strides should be made in the organization of new *Children* studies by company publishers as well as by special publishers from one end of the country to the other. We should have the guiding slogan suggested in Brother Rutherford's letter, " 'This one thing I do,' that is, to advertise THE THEOCRACY."

Report of the Jehovah's witnesses Assembly

This publication is now being prepared for shipment, In view of the amount of time required to prepare it, and the great need of getting this information to the people of good-will as soon as possible, immediately upon receipt of your bulk supply you may begin distribution. No special week will be set aside for street work; but as soon as you receive your copies, put them out, using all the methods outlined in the October *Informant*.

Confidential to Each Publisher

The information contained in this *Informant* is CONFIDENTIAL. A copy should be given to each regular publisher for THE THEOCRACY, so that each one has all of the details. Each publisher will consider these matters confidential instructions from the Society for his guidance in carrying on the THEOCRATIC work.

INFORMANT

DECEMBER, 1941 "Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10. BROOKLYN, N. Y.

The New Work

Brother Rutherford's Letter

Everyone Has Started by Now

The November *Informant* containing Brother Rutherford's letter and detailed instructions for carrying on the advanced Kingdom activity has undoubtedly been received by all the brethren with great joy and studied carefully, with the result—enthusiastic participation in this new campaign. From everywhere joyful expressions of gratitude to the Lord for this new arrangement are coming to the office. The brethren realized that there was a great need for some provision to care for the good-will interest in towns and cities outside of those cities now having company organizations, as well as concerted effort in company territory. Through this new setup the Lord has opened up the way to care for these people of good-will.

It is very clear what is to be done, how it is going to be done, who is responsible for doing it, and also the minute care the Lord has taken in properly instructing and equipping us to carry on this work. For the past three years He has provided detailed Organization Instructions for our guidance. He has provided regional and zone servants to instruct us, so that, by now, all companies have had ample opportunity to be in full harmonious action and able to carry on without the aid of regional or zone servants. If we are not in that condition now it must be because of negligence; the Lord has taken care of His portion.

Your Responsibility

The time has come, Brother Rutherford's letter further says, when "everyone should be able to assume and carry out his or her responsible duty without aid from any human creature". That means that we have no excuse left for refraining from carrying out our part of the Kingdom work now assigned to us by the Lord. Each company, each servant and each publisher must bear his own burden. The company can no longer run to the zone servant or to the Society and say, "We cannot bear our burdens; send us one or two pioneers. We are too busily engaged in secular employment to care for all the Kingdom interests." From now on they will be required to tell this to the Lord. He is the one who assigns the burden, or Kingdom responsibilities, and no human organization of creatures has any authority to take them away. Neither can the publishers any longer say to the back-call or territory servant or other servants in the company, "I cannot bear my burden. I am unable to work this territory or make these back-calls." They too will have to tell this to the Lord; it is their burden placed upon them by the Lord, and the Lord through His organization says they should be able to bear their own burdens now.

We are confident, however, that none of the brethren will desire to shirk their responsibility in this respect, but that each one will accept his or her part joyfully and work at it diligently as outlined in the November *Informant*. All will work their territory, make their back-calls, conduct their model studies and book studies faithfully, and if something must give way in order to care for this additional responsibility, let it be some worldly or temporal interests rather than the Kingdom or eternal interests.

There are three classes of publishers now: special publishers, general publishers (pioneers) and general publishers (company workers). The requirements for each group are a burden placed upon them by the Lord. Special publishers must meet the requirement of 175 hours and 50 back-calls a month. General publishers (pioneers) are obligated to meet the 150-hour requirement and other features of the Kingdom service in proportion, while the general publisher (company worker) has a quota of 60 hours and 12 back-calls a month and as much in addition as it is possible for him to do. With each one recognizing that and doing his part, it will undoubtedly result in a tremendous witness to the glory of the Lord.

The time has come when each one of the Lord's people is entering into the final stages of the battle; consequently it behooves all to walk close to the Lord, walk circumspectly, and show kindness, mercy and loving devotion to all who are of good-will; and this can be done only by adhering strictly to the Lord's direction and accepting such burdens as the Lord has placed in our hands to be used for this purpose. The literature and phonograph recordings are all a part of the great arrangement which the Lord has given us in order to properly bear our burden before Him.

"Great Multitude" Testimony Period

"Children" Featured During December

Everyone Participates!

Climaxing another glorious year of service to the great Theocrat, let December's "GREAT MULTITUDE" Testimony Period find each faithful servant pushing the work with renewed vigor and delight as the effective period of the new arrangement outlined in Brother Rutherford's letter of October 24, 1941, begins. Those of the remnant, together with the ever-increasing band of those companions who eagerly look forward to becoming a part of the "great multitude", now unitedly surge forward in a new campaign that will reveal thousands more who will join them and also go to make up the "great multitude". How appropriately December is the "GREAT MULTITUDE" Testimony Period!

Going out as strong as ever, the book *Children* and *Comfort All That Mourn* make up the combination to be offered during this month. This literature is best introduced by the use of the doorstep setup and the new record "Children". Continue to follow up all placements of *Children* with regular back-calls. Use the record "Theocracy". The *Report of the Jehovah's witnesses Assembly* will further arouse their interest. Your every opportunity should now be used in directing the attention of the meek to the study of the book *Children*. Take advantage of their holidays and your own. Let us aid them in learning how they may have a part in the privileges to be enjoyed by the "great multitude".

Holidays common to this time of the year provide marvelous opportunities of field service. Many of the young publishers who attend schools will have at least one full week which may be devoted to Theocratic service. Parents will not send them to movies, but will take their children with them in the service and teach them that which is right. There is every reason why December should see everyone publishing the message of THE THEOCRACY and a new peak reached. Do your part.

1942 Calendar

The new calendar published for Jehovah's witnesses is now ready. Company servants should order those wanted by the publishers. Remittance must accompany order. The calendar is 25c, five or more to the same address at 20c each. Do not order the *Yearbook* until announced. Order only the calendar, with other literature, at this time.

Placing the *Children* Book

Some publishers in the field have written in their experiences to the effect that the *Children* book can be placed in the field easily if the obtainer is told about the three weeks' study course. Others have found, too, that when they mention the study course in advance more interest is shown in this course when people receive it in the mail. These suggestions may be helpful to others in placing the *Children* book and preparing for *Children* studies later. Try it.

"Watchtower" Campaign

Prepare Now for Testimony Period

It is a joyous privilege to here announce the good news that February 1, 1942, will inaugurate another *Watchtower* Campaign. This campaign will be three months in duration, including February, March and April, and will be carried on in every country on the face of the earth where the *Watchtower* magazine may be distributed.

These campaigns have always been looked forward to with great enthusiasm by the Theocratic publishers, and those who are veterans of the past campaigns deeply appreciate the significance of this announcement at this time. Each publisher must get ready. Last year's *Watchtower* Campaign seemed to get off to a very slow start, for some reason. However, it finished at high speed. But this time we trust it will get going with a fast start. When February 1 rolls around everyone is going to be ready to go.

Equipment

The special offer is a year's subscription for *The Watchtower* on a contribution of $1.00, with a copy of *Children* (or any other bound book) and of *Comfort All That Mourn* as a premium. All publishers should check their stocks of literature and their distributors' copies of magazines, ascertain their needs as to the record "Instruction" (P-154), which introduces *The Watchtower*, obtain a supply of subscription slips and subscription record sheets, and get everything in readiness for what should be the best *Watchtower* Campaign we have ever had. This campaign will include all foreign-language magazines available; so plan to cover your foreign sections too. Order supplies and arrange your equipment now. Further information will appear in the next *Informant*.

80,000 Publishers Expected in 1942

19,000,000 Hours Quota for Field Service

As long as the Lord favors his people with opportunities of service they should plan to press on with the work with greater zeal and devotion than at any time heretofore. Therefore we look to 1942 as another year of rich blessing; and, with the Lord's favor and His permission, a greater witness will be given than at any time in the past. The new work which Brother Rutherford has already outlined for 1942, if properly cared for, will undoubtedly result in a greater witness for the Kingdom than could be accomplished in any other way.

Publishers

During 1941 there was an average of 56,745 publishers in the field. This included company and pioneer publishers. It is anticipated that during 1942 the average number of publishers in the field will be 60,500 company publishers and 5,500 full-time publishers; or an average total of 66,000 witnesses for the Kingdom each month. It is hoped that in some one month in 1942 we shall reach a new peak of 80,000 publishers; and to this end we will strive.

Hour Quota

Having in mind the new work, the privileges of service, and the increased number of publishers, it is anticipated that during the year 19,000,000 hours will be devoted to field service by this average of 66,000 publishers; which average we have not as yet reached as a peak, but there have been over 64,000 publishers for the past two months.

All companies should arrange their charts as they have in previous years, and set out their quotas of publishers (which should be an increase of 25 percent over their last year's peak), and strive diligently to increase their average of hours and back-calls. With a greater effort on the part of the servants of the King, and, above all, the Lord's rich blessing, 1942 will be an outstanding year of advertising the King and the Kingdom.

Concentrate on Urban Sections

Work Your Individual Territory

Clearly it is Jehovah's will that each consecrated servant now bear his own burden. Therefore let each and every publisher be responsible for his individual territory and work the same in accord with the method set out in Brother Rutherford's letter of October 24, which states:

"Each publisher being assigned a respective territory will fully and thoroughly work that territory . . .

"Every home in that territory must be called upon; and for this reason you should divide your territory into small sections and work out each section separately and thoroughly. Do not pass by any house without giving a witness. . . . Wherever interest is shown, keep the name and address of each home, and the occupants showing an interest."

In times past, territories have been divided into small sections or assignments by the companies, and various publishers have, from time to time, gone through these sections in a superficial manner, leaving much literature and making a few back-calls here and there. Certain publishers have grouped together and spent a few hours a month witnessing in a certain territory and then gone on to another, never following through with the good-will interest. Henceforth, however, each publisher will have his individual assignment and assume full responsibility for the people in that section and will see to it that every person therein is given an opportunity to hear the truth.

Cities and towns should receive first attention now. By this time all companies should have divided their thickly populated territories into small sections for individual assignment to publishers. Each publisher should hold one or more of these individual assignments near his home, according to the amount of time he is able to put in. If two publishers wish to work one section, let them divide it, and each take care of his portion. If car groups desire to work together, let each individual obtain his assignment of a few blocks in the same community and be responsible for thoroughly working his assignment by himself. Car drivers can place each publisher in his territory and return at a designated time to pick him up after witnessing. Small towns may be divided into four or five sections and assigned to a car group, each publisher taking a section. In no case does it now appear proper for two publishers to go to the same house, or even work every other house, or on the same block, but rather let each have his own separate territory and cover that territory at least four times. You are sure to find some interest.

Thoroughness

The objective in working your territory should be that of becoming thoroughly acquainted with every resident's attitude toward the truth. Do not pass by any house without giving the witness. It seems best that each one equip himself with a small notebook or pad and mark down the results at each door. Where people are not at home when you call, go back the very next time you are in the territory and follow through until you do find them at home and give the witness.

After going over your territory once you will have some idea of where the interest is. However, work it again and again with the same thoroughness, keeping track of the results and following through on the interest. Undoubtedly you will meet other members of the various households; some may be interested, others not; but keep an accurate record of all interest on regular back-call slips and organize your *Children* studies wherever possible.

Eventually, when new publishers start out as a result of your efforts, it will be proper to take them with you for a short time until they learn how to carry on the work; and then give them a portion of your territory or another section near by and let them be responsible for working that.

In cases where interest is found among foreign-speaking people in your territory who cannot read the English, if you can speak their language it would be well to take the latest book available in their language and organize a study similar to the studies arranged amongst the English-speaking people with the book *Children*. If and when the book *Children* is published in their language, then immediately discontinue the use of the older book and switch to *Children*. Do not neglect the people of good-will amongst foreigners.

Do not look to some other publisher to do your job for you, "but let every man prove his own work, and then shall he have rejoicing in himself alone, and not in another." —Gal. 6:4.

Phonographs and New Records

Orders have been received at the Brooklyn office for approximately 5,000 new phonographs. No more orders for the new phonographs will be accepted by the Society until we are assured that parts can be obtained for more. We have been successful in completing approximately 1,500 of the 5,000 the brethren have ordered, and these are shipped out. As fast as we are able to make more we will fill the other orders.

In view of conditions in the world now, it might be that we shall not be able to get certain parts, particularly motors. Therefore the Society does not want to accept orders for an additional number of phonographs. Brethren needing and wanting phonographs may, if they wish, get the best phonograph in stores that will accommodate a 12-inch record and use this in their back-call work. The Society suggests that where phonographs are obtained in the open market the quality be checked to compare somewhere favorably with that of the Society's before the publisher makes the purchase, so that the reproduction of the talks will be pleasing to the listeners. The Society will inform the publishers as soon as it is assured it can get more-suitable motors and supplies.

Records

Deliveries of records by the manufacturers have been very slow. Nearly 5,000 complete sets of the series of three lectures have already been shipped out, and five thousand more complete sets are expected within the next 30 or 40 days. Until these records come in, all those who have not yet received their orders must be patient. Thousands of orders are on hand, and these we will fill just as quickly as we receive records.

Take good care of the records you have, as they are daily becoming more difficult to obtain. Companies that have ordered *Children* books with records, if you need a supply of books quickly, send in an airmail letter for literature only and these will be given immediate attention ahead of your record order. In many instances, we have already shipped the books, where the weight was over 100 pounds, and have held up your orders for records because of no supply.

New Year Begins with Good Report

64,469 Publishers in October

The new fiscal year of the Society began with October, 1941, and from the report we find that a new peak for full-time workers was reached, namely, 5,033. To this we can add 59,436 company publishers engaging in the field work. During the "Lightning-War" Testimony Period these brethren placed 238,206 bound books, most of which were *Children*.

One thing that needs close attention on the part of every witness for the Kingdom is the back-call work. There were only 294,218 back-calls made during the month of October, whereas in 1940, by not as many publishers, 329,833 back-calls were made. The company publishers fell away down on their average, to 2.9 back-calls per publisher. Everyone should check his record and see to it that he is improving in the back-call work. If the publishers properly follow up the *Children* book placements and make the back-calls and arrange for the study of the book, their reports for back-calls made should greatly increase during the coming months. We look to December for a new peak in number of back-calls for all publishers—special and general. Consider carefully the table below and be sure to do your part. Compare these averages with your individual report and company averages. Are you better or lower?

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094 Sep '41	4,853 Sep '41
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

		Oct. 1941		Oct. 1940	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	59,436	15.0	2.9	15.7	4.6
Pio.	5,033	116.6	24.1	107.9	22.

Used Cartons

It is becoming more difficult daily to obtain materials, regardless of what they are, and the Lord's people should be conserving everything they can. Every company servant and stockkeeper, as well as pioneers, should study the following closely:

Used cartons in fairly good condition can be used again by the Society. Paper tape should be neatly torn off after cartons have been emptied, and the cartons then be broken down flat. Labels should be crossed out. Cartons should be folded flat so that the corner with cloth tape is in the center. Make bundles of 20 cartons each, keeping the different sizes in separate bundles. These cartons should be stored until you have at least 100 pounds. "OO" or "A" cartons weigh approximately 2¼ lb. each; so it would take approximately 2½ or 3 bundles of 20 cartons each before shipment is made by rail freight to Watchtower, 117 Adams Street, Brooklyn, New York, care of Fulton Terminal.

Describe the shipment as follows: Three (3) bundles cartons KD 135 lb.

The above address applies to companies east of the Mississippi river. Companies west thereof, should first notify Brooklyn about quantity on hand, so we can determine whether it would pay to have the cartons shipped to Brooklyn or to depots where they can later be reshipped. Where there are small companies using only a few cartons, they might be delivered to some near-by larger company from time to time when one of the brethren goes to that city, and a large shipment later may be made; thus saving the brethren money, as well as the Society. Your co-operation will effect a considerable saving, and will be greatly appreciated.

Requesting Credit on Study Courses Mailed

There have been some discrepancies appearing in the report cards already received in the office. We therefore outline below some points for your guidance in requesting credit for study courses mailed out.

1. Credit will be entered and appear on your monthly statement once every three months. Do not write requesting credit any earlier.
2. No credit will be allowed unless proper request is made on your report card each month so that the request can be properly checked against the literature placed.
3. Each credit requested is for 4½c. That means sufficient credit for mailing the entire three folders. Some are requesting 4½c credit for each folder mailed. This is wrong. Request credit only for each complete series; for the 4½c covers the postage on the three folders.
4. The number of requests for credit should never exceed the number of **Children** books placed by the company, and should usually be less because of those courses delivered personally and cases where the publishers desire to bear the expense of mailing them.
5. The above applies to companies and pioneers who are unable to care for this expense themselves, and does not apply to those companies who wish to bear this expense or where the study courses are delivered personally. In such cases no request should be made for the credit.
6. When **Children** books are placed outside of your assigned territory, each company or pioneer should mail the course to each person with whom they placed the **Children** book whether the person lives in their territory or not. If the person lives outside of your territory and you do not know the address of the company holding the assignment, then forward the **Children** Back-Call Reminder slip to the Society and we will see to it that the person is called on. DO NOT send the **Children** Study Course Order blank to the Society.

Mailing of Study Course

Inquiries have been made as to how the study course can be mailed for 1c instead of 1½c. The law as copied from the Postal Laws and Regulations, Section 562, is set out below. Where there are large companies and their mailings of study courses amount to 200 identical pieces each week, and mailed at the same time, these companies can take advantage of this Postal Law and Regulation; however, some competent brother will have to check with the local post office and obtain the proper permission and forms which must be made out in connection with this mail. The Society publishes the following for general information:

Pound Rate for Bulk Mailings of Third-Class Matter.
(From P L & R No. 562)

. . . it shall be lawful to accept for transmission in the mails, without postage stamps or with **precanceled stamps affixed,** separately addressed **identical pieces of third-class matter** in quantities of not less than twenty pounds, or of **not less than two hundred pieces** subject to pound rates of postage applicable to the **entire bulk mailed at one time.**

3. **(b)** When the postage on third-class matter mailed under the provisions of this section is paid by means of precanceled stamps, each separately addressed piece **shall bear such printed indicia** as may be prescribed by the Third Assistant Postmaster General to show that the matter is being so mailed.

3. **(c)** In the upper left corner of the address side of such matter should be placed the **name and complete address of the sender.**

Rate. The Rate of postage on third-class matter shall be 1½ cents for each two ounces or fraction, up to and including eight ounces in weight.

The **rate of postage** on third-class matter mailed **in bulk** under Sec. 562 shall be 12 cents for each pound or fraction thereof; **provided, however,** that the rate of postage on third-class matter mailed in bulk under the foregoing provisions **shall be not less than 1 cent per piece.**

4. Each mailing of third-class matter under the provisions of this section shall be accompanied with a statement on a form provided therefor, signed by the sender, showing such information as may be required. Also, 15 or more to one state must be clubbed.

It might be that the statement "Sec 562 P L & R" can be rubber-stamped above the stamp, but in each case it should be checked with the postmaster.